

Delivering Great Results from Your Vision and Strategic Plan

Organizational Excellence requires that managers focus both on delivering results from their vision and strategic plan and on developing the culture of their organization. This session will focus on creating results from your vision by focusing on work to both understand and delight your customers, cascading your vision and strategic plan throughout the organization, maximizing individual and team performance, and utilizing transformational performance measures to lead your organization toward excellence.

(Practice Groups 4 Staff Effectiveness, 6 Strategic Leadership)

Learning Objectives:

- Describe and assess Organizational Excellence: They will learn the holistic concept and framework of Organizational Excellence, Strategy's contribution to it, and the results and benefits from committing to the journey.
- Effectively assess and communicate Strategy: We will use a simple assessment instrument to measure the quality of the strategic plan and showcase how another local government communicated it to staff.
- Cascade and Institutionalize Strategy: Participants will define and learn how communicating their performance expectations and using transformational measures inspire commitment to institutionalize strategy and close the "alignment gap".

Presenter:



Jeffrey Parks is an Executive and Organizational Coach. He focuses on helping local governments achieve Organizational Excellence. He has presented ICMA University workshops at multiple International and Regional Conferences, Micro Certs programs, Veteran Transition cohorts, and as a panelist on a Virtual coaching webinar. Beyond the ICMA training events, Mr. Parks has provided consulting and coaching services to leaders of most of the northern Virginia local governments including Prince William, Fairfax, and Arlington Counties and the city of Alexandria. Jeff's workshops are based on his 8-piece

puzzle framework that describes Organizational Excellence. Half of those pieces go to a workshop on Strategy while the other half to a workshop on Culture. His classes are interactive, contextual, applied, and leverage the knowledge and experience of the participants in the room. Mr. Parks had a 20-year career in the US Coast Guard finishing as the Director of Training, Workforce Performance Improvement, and Leadership Development. During that time, he led the creation of the first-ever core values of the Coast Guard (formed in 1790). As a senior consultant for International Management and Development Group, he consulted with directors and managers at General Electric, General Motors, Chrysler, AlliedSignal, GTE, MCI, and Siemens. In 1998, Mr. Parks established Performance Breakthroughs, Inc. (PBI) to guide organizations, teams, and individuals to excellence. Jeff's passions and expertise are in strategic and systems thinking, leadership and management development, executive and career/life coaching, improving employee commitment, change management, teams, cross-departmental communications, and measurement and evaluation. He integrates them in the framework of Organizational Excellence. Mr. Parks graduated from the U.S. Coast Guard Academy. He holds a master's degree in education, specializing in Guidance & Counseling. He has coached over 3,000 people and defused nearly 30 suicides. He is 75% fluent in Spanish and is an Eagle Scout.

TARGET AUDIENCES:

Assistants/Deputies,

Chief Executive Officers, County Leaders, Early-Career Professionals, Department Heads/Directors, Large Community Leaders, Mid-Level Managers, Senior/Credentialed Managers, Small Community Leaders