

1. Presentation title and description of the innovation. *100 word maximum.*

We're MAD!

Please see attachment for description of innovation

2. When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

Please see attachment for how the program was conceived.

3. How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

Please see attachment.

4. Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

Please see attachment.

5. What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

Please see attachment.

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

No private consultant was used for this program.

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

The program can be easily replicated by other jurisdictions because no additional funding is required. The only requirements are transformational leadership from the management team, a higher purpose vision that is in alignment with employees' personal values, and open mind and

growth mindset towards a progressive work culture, and a genuine passion to make a positive difference in peoples lives.

8. What were the costs? What were the savings? *100 word maximum.*

No additional cost for the City. Minimal costs for the program was funded by the employees.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

Please see attachment

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

Please see attachment

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

Not specifically about the program but the MADonions were briefly mentioned in a newspaper article (www.dailybulletin.com/goverment-and-politics/20131219/ontario-bid-farewell-to-city-manager)

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

Not applicable

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Bob Chandler, Management Services Director

Delilah Patterson, Revenue Services Director

Doreen Nunes, Fiscal Services Director

Desiree Gonzales, Sr. Administrative Assistant

Amy Chang, Administrative Officer

14. You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*

- How will you make the session creative and unique?
- How do you plan to be both entertaining and educational?
- Include a description of how your session will facilitate group activities and/or interaction.

The City of Ontario believes that the success of our presentation will be based on inspiring individuals to think differently and develop a growth mindset for lifelong learning. Therefore, if the City is presented with an opportunity to discuss the We're MAD! program at the TLG Conference, the presentation will focus on making a strong connection with the audience on a self-awareness level. We plan on capturing the hearts and minds of the participants.

To inspire the participants, the presentation will focus more on the Why rather than the How and What. The following are some key objectives of the presentation:

- Why happiness and culture is the new productivity
- Making a difference in people's lives
- Putting heart back in government to change public perception
- Stimulating intellectual thinking and encourage risk taking
- Inspiring a life long development of personal growth and leadership

To engage the audience, the presentation will minimize the use of PowerPoint slides (primarily visual pictures and short videos) and tell a story of a personal leadership journey to illustrate the main benefits of the program to the employees and the employer. In addition, the presentation will include several thought provoking questions for the audience and asking a show of hands to confirm the benefits that are important to them.

15. Anything else you would like to add? *200 word maximum.*

Thank you for the opportunity to submit the We're MAD! program as a potential case study for the 2016 TLG Conference. Please accept our sincere apology for not providing the answers to your questions in the application format. We feel that the answers to the questions are best described and understood in the attached story format of explaining the problems, solutions, and overall results of the program.

The We're MAD! program is more than the concept of organizational culture and employee engagement. We believe the program has a higher noble purpose and is a game changer for governments. The program changes workplace behaviors and beliefs and fosters innovative thinking. This change in thinking can facilitate a complete transformation of government and its priorities, policies, and practices to better meet the needs of people and the community. The

program is a catalyst to help governments achieve its core purpose of making a positive difference in people's lives.