

# *Resetting Your Community Post COVID-19*

Patrick Ibarra, The Mejorando Group



***Are you, your  
community and your  
city's workforce  
changing as fast as  
the world around us?***

# Today's Presenter



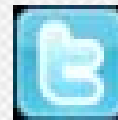
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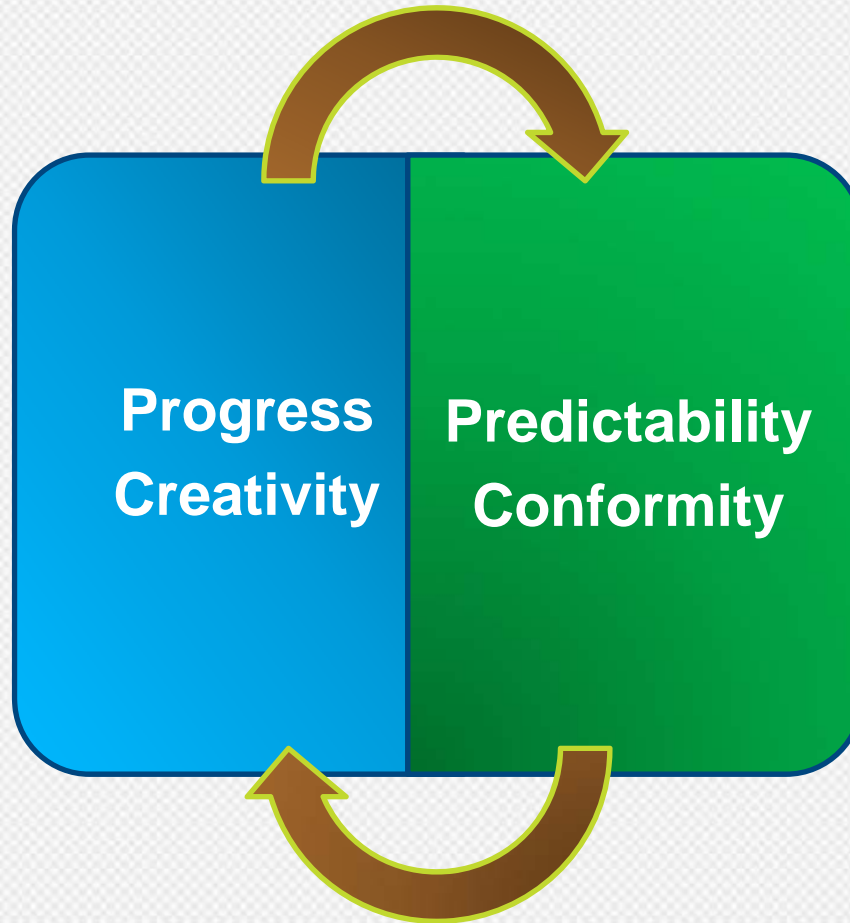
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***The future is run  
and won by  
those who are  
willing to think  
differently.***



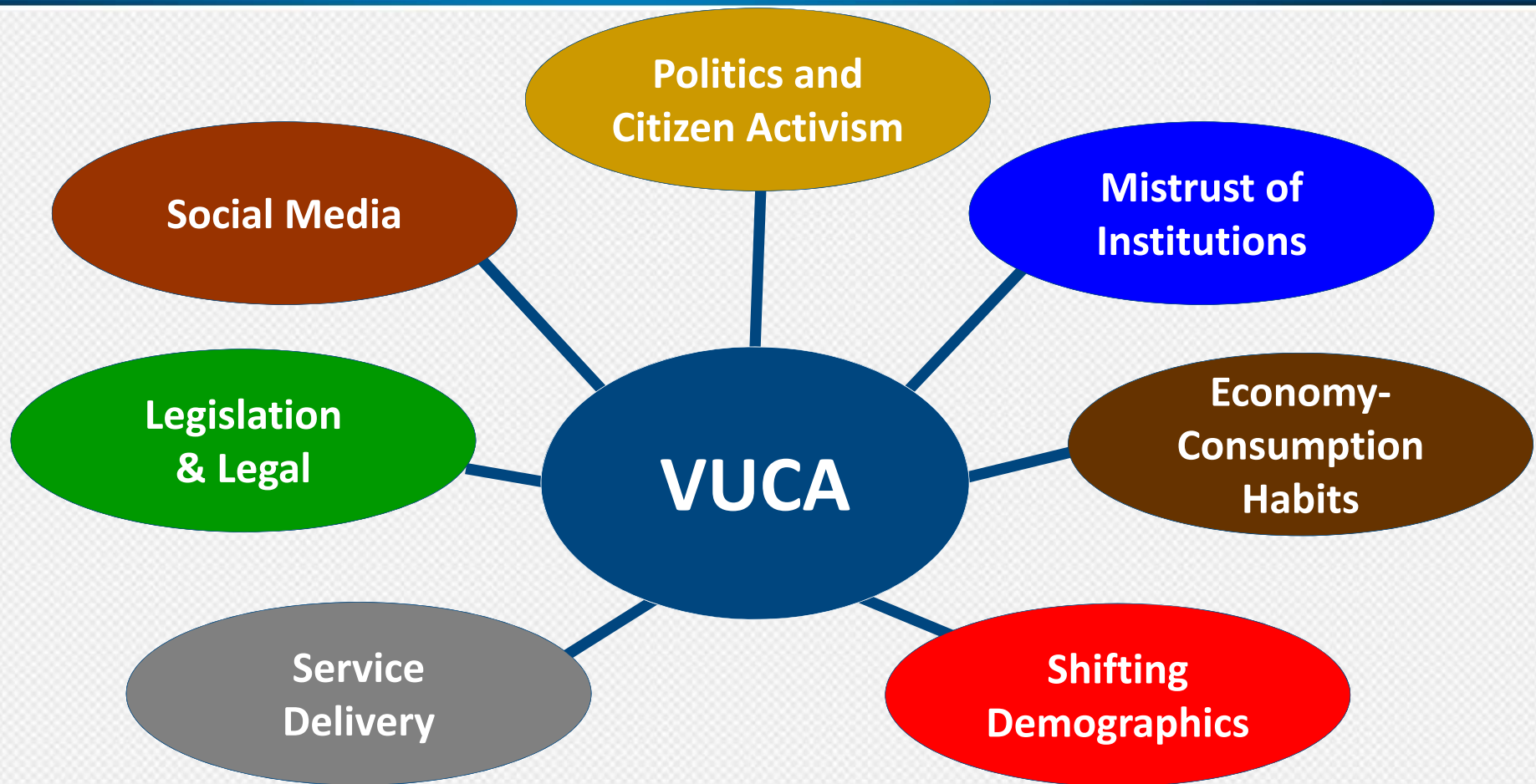
**“Revolution:  
a sudden, complete  
or marked change  
in something.**



***You're not the  
audience for  
your message.***



# Future Factors



***Leadership is  
about Plumbing  
and Poetry.***

# Role of Government

*To serve as the  
Protagonist for a  
Better Quality  
of Life.*



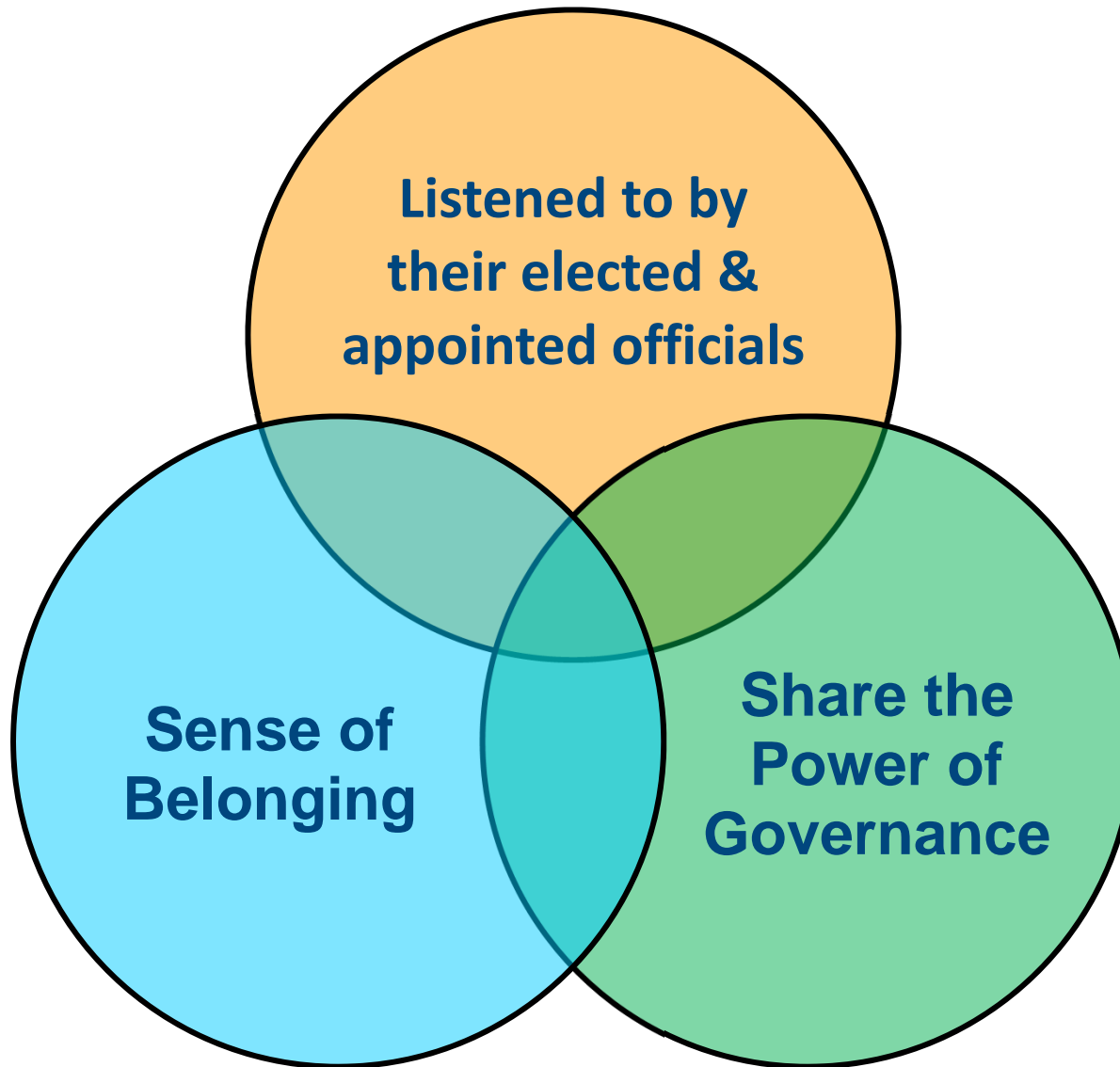
**we've  
always  
done it  
this way**

**Must**

**Need**

**Nice**

***Lather,  
Rinse,  
Repeat***



# Emerging Model of Government

**More Disciplined  
Focus on Core  
Services**

**Demonstrating  
Value**

**Integration of  
Technology into  
Service Delivery**

**Ever-  
Learning  
Employees**

**Shared  
Services**

**Non-Govt  
Solutions**

**Authentic  
Civic  
Engagement**

**Changes in  
Workforce**

**New  
Compensation  
Approach**





# Futures Planning

## Old Mindset

- Adoption of the plan is the strategy.
- Change is dangerous.
- An event.
- Wish list—the longer the better.
- Community is static.
- Tell residents.
- A linear process with one particular scenario for the future.
- Arithmetic—sequential
- Assumption that existing advantages will persist.
- Deficit-closing strategy.
- Conversations that reinforce existing perspectives.
- Relatively few and homogenous people involved in strategy process.
- Precise but slow.
- Prediction oriented.

## Modern Mindset

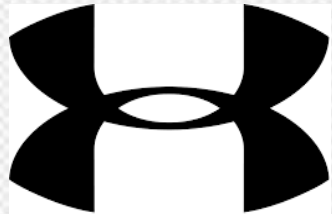
- Execution is the strategy.
- Stability is dangerous.
- A process.
- Prioritized list—less is more.
- Community is dynamic
- Involve residents.
- Non-linear process with several possible future scenarios.
- Calculus—lots of moving parts
- Assumption that existing advantages will come under pressure.
- Capitalize on strengths.
- Conversations that candidly question the status quo.
- Broader constituencies involved in strategy process, with divergent input.
- Fast and roughly right.
- Discovery driven..

***What business  
are you in?***



*How do your  
consumers feel  
about doing  
business with  
your organization?*

# Utility vs. Experience



UNDER ARMOUR



Mercedes-Benz

# **Chief Experience Officer**

**Frustrated**



**Fickle**



?

**Fans**





# *Pressure is a Privilege*

***Succeed by  
Choice,  
not by Chance.***

# The Mejorando Group

*Who are we?* **An Organizational Effectiveness Consulting Practice.**

*What do we do?* **Partner with organizations and implement solutions to improve organizational performance.**

*How do we do that?* **We provide expertise in:**

- **Futures Planning Facilitation Services**
- **Staffing Studies - Restructuring**
- **Succession Planning & Talent Management**
- **Organizational Effectiveness Services**
- **Leadership and Management Skills Training**

*How do you contact us?* **Patrick Ibarra, 925-518-0187 or [patrick@gettingbetterallthetime.com](mailto:patrick@gettingbetterallthetime.com)**

*Web address:* **[www.gettingbetterallthetime.com](http://www.gettingbetterallthetime.com)**

***Our mission is to help organizations and their members “get better all the time”***