



# ***Stay in the Game: Developing Your Roster into an All-Star Team***

**Peggy Brown Center, 121 South Lake Avenue, Lakeland  
Thursday, November 20, 2014 • 8:30 a.m. – 3:30 p.m., EST**

In as much as local government professionals need to deal with residents and elected officials in turning a community's vision and policy into reality, managers and administrators need to assemble the best team possible to implement short, medium and long range goals as well maintain operations as efficiently as possible. To that end, the importance of addressing the needs of your workplace and its residents (your employees) cannot be underrated. From workplace morale to employee engagement, and generational, gender, and ethnic diversity as well as your customer service culture, managers and administrators are more often called upon not only to be chiefs and generals of the groups they manage but leaders and coaches of diverse groups of individuals tasked with operating a full service business. More and more, managers can no longer only be technical and subject matter experts in finance, planning, or regulation, they also have to be in touch with their employees, create a culture of trust, engage a diverse workforce and acquire, develop, and manage talent across the entire organization and team.

Stay in the game and join your colleagues in reviewing major trends affecting local government professional management now through the upcoming decade and beyond. Given the 100th anniversary of ICMA, we can see how far the profession has come and what the current challenges and stresses managers face are as we forecast the manager's role and think towards the future.

## **Managing Difficult People/How to Keep Negativity from Infecting Your Workplace: Dealing with Whiners, Rabble-rousers, Pessimists, and Other Difficult Employees**

When confronted with employees who complain, criticize, or try to stir up trouble, managers often feel frustrated and helpless. They may quickly assume that there is no way to change these "personality problems", so they just do their best to contain the damage. However, tolerating such harmful behaviors is definitely NOT the smartest strategy. Chronic negativity frequently starts with only one or two employees, but it can quickly infect an entire department. When this happens, the inevitable result is reduced productivity, damaged morale, and eventually increased turnover, so wise managers try to nip negativity in the bud. This session will address specific strategies for combating negativity in your work group and promoting more positive attitudes.

Too many of our workplaces have become seas of persistent complaint, and the cost includes decreased employee happiness and engagement, reduced productivity and innovation, and increased performance errors and turnover. HR often gets deployed to clean up conflict and repair fractured relationships. And without the right coaching strategies, stepping into the battle zone to mediate can be a scary, dangerous, and ultimately messy experience. In this session we will learn to recognize signs of difficult personalities and grow both your skillset and a robust toolbox of intervention strategies. In this session participants will be guided in the process of diagnosing their own strengths and areas for growth in this important HR competency. We will discuss how to flex your communication delivery in order to "get it right" while staying in your integrity when helping your employees to address and reframe ineffective behavior. And through provocative, real-world role-play scenarios, participants will dial-up their comfort at applying learning in pursuit of the results they seek.

## **Generational Diplomacy: Appreciating and Utilizing Our Differences**

Time after time, problems arise in the workplace because of poor communication. Often much of this misunderstanding comes from generational differences. This session gives you a fresh look at how to be a better communicator by understanding and appreciating generational differences. We will see how and why communication so often fails and learn how simple misunderstanding can accelerate into a workplace disaster, how technology has revolutionized interpersonal communication, and how becoming a good communicator can enhance productivity and reduce workplace errors. You'll learn how to repair a fractured inter-generational workplace environment through mutual responsibility for respectful communication. **Speaker: Joe Abel, Director of Leisure Services, Seminole County**

## **Diversity in The Workplace**

This session builds awareness about the importance of diversity by defining diversity and the four layers of human differences. Participants will understand changing demographics in the workplace, discuss how prejudices and

stereotypes are formed as well as explore methods to resolve conflict in culturally sensitive ways and provide action steps for building an environment that values diversity.

**Why Do Good People Do Bad Things? Lessons from South Florida’s Experience With Public Corruption**

Florida has earned a reputation as “the most corrupt state in America” – and the Tri-County Area (Miami-Dade, Broward & Palm Beach) helped propel the state to the top of the list. In recent years, numerous elected and appointed officials were convicted of public corruption. Weak character and lack of ethics are often blamed. There have been numerous efforts at the state and local level to deal with unethical behavior by better defining rules of behavior, increasing penalties and expanding enforcement powers. The individual stories are fascinating, but what else can we learn from this sordid experience? There will always be “bad apples”, but most of those caught in the “ethics trap” did not start their careers in public service intending to take a “perp walk”. They had the best intentions and thought they would make the world a better place. They were good people. Up until the moment the black Towncars arrived at their office with handcuffs and an indictment, many were in fact doing good things for their communities. What happened? Can we learn more from our recent experience with public corruption than “don’t get caught”? Are there indicators of or precursors to unethical behavior and public corruption that we should be aware of? This session will explore these questions and offer a few suggestions. *Speaker: Michael Cernech, City Manager, City of Tamarac; and Samuel S. Goren, Attorney, Goren Cherof Doody & Ezrol P.A.*

Register Online at: <http://fccma.org/symposiums/> or Fax: 850-222-3806 or Email: [crussell@flcities.com](mailto:crussell@flcities.com)

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**REGISTRATION FORM**

**Registration Deadline • November 13, 2014**

**There will be a \$10 administrative charge for all cancellations. No refunds on cancellations made after the deadline, but the registration may be transferred to another member of your organization.**

\$75 per person  • \$25 for students  • (Lunch Included)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

City/County: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

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**Payment:** VISA/Mastercard or, Make checks payable to: Florida City and County Management Association, P.O. Box 1757, Tallahassee, FL 32302

Confirmation will be sent via e-mail. Please give the email address for the confirmation.