

ALICIA MCKAY ⚡

Strategic Public Leaders

CLIENT WELCOME PACK

Welcome to SPL!

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It's so good to have you on board. If you want to be more strategic and effective for your communities, you will love our time together.

I enjoy running these workshops because we get so much value from such a short time, and the confidence and connection people leave with is phenomenal.

A Councillor recently told me at the end of a full day together: *"It took six months to put together our last Community Plan, and we just made more progress in a single day!"*

That's what happens when the right people have the right conversations with the proper support. And now it's your turn.

Step 1. Project Paperwork

Fill in your project brief

We will have been in touch with a Project Brief. Please complete this at your earliest convenience, ensure you've read our [terms of engagement](#), and let us know if you have any questions.

Pay your deposit invoice

Full payment is required within 14 days of project confirmation, so to avoid delays, please send through any administrative requirements and promptly apply for a purchase order or approval.

 **This is a great time to book your venue or meeting room**

Step 2. Session Planning

Workshop runsheet

We'll confirm a workshop run sheet with you about a month from the workshop. The run sheet confirms venue, timing, catering, contact details, etc, for the workshops.

Briefing call

We'll schedule a call for 2-3 weeks before our workshop. This call takes about 20 minutes and ensures we are on the same page. You can update us on your political and organisational context, and we can make sure the logistics are sorted.

Welcome video

We send a welcome video with the Attendee Survey, introducing Alicia and explaining how the workshop will run.

 **Make sure you confirm final numbers with your caterer**

Attendee survey

Two weeks before the workshop, we send out an attendee survey. The anonymised survey gathers valuable baseline data to inform workshop planning.

In the survey, we ask participants about:

- Long-term goals and objectives
- Biggest challenges and opportunities
- Confidence in the political leadership of Council
- Confidence in the executive leadership of Council
- Learning and discussion objectives
- Hot button issues or concerns.

Step 3. Workshops

Commitment and preparation

These are big days but great days. It pays to come in well-rested - and caffeinated!

The sessions work best if all attendees commit to the full workshop/s. This isn't always easy, but it significantly affects the flow of conversation, engagement and learning. We don't want important voices missing.

Commitment and participation will make or break your experience. Laptops and mobile phones are strongly discouraged.

 **See FAQs for more information about workshops.**

Meeting Invite Description

"You are invited to attend a workshop with Alicia McKay.

This game-changing session will help us be more strategic and effective for our community. We'll learn about decision-making, strategy, and how to get out of the weeds.

We recognise this is a significant time commitment. However, your attendance is essential. This is an investment in you and your leadership. We need you in the room. Consider sending a trusted delegate if you cannot attend the entire session.

Alicia McKay is one of New Zealand's most expert public sector strategy facilitators and a recognised authority on strategic leadership in local government. You can learn more about Alicia McKay at www.aliciamckay.co.nz.

Note: You will receive a brief survey a week or two before the workshop – please take a few minutes to fill this in as it sets the scene for a great session."

Step 4. Feedback

Feedback survey

We will send a brief feedback survey within 24 hours of our workshop to gather feedback and identify opportunities for improvement.

Workshop summary

You will receive a comprehensive summary within three working days of your workshop. This can be circulated to all attendees.

Debrief chat

We'll have a quick debrief directly after the session, and you are welcome to book a proper phone call a week or two later to process any thoughts and ideas you have.

Final invoice

We will send our final invoice within a week of our session, to be paid within 14 days.

FAQs

Where should we hold the workshop?

These days run best outside of Council Chambers/ the Council building if possible. A different environment allows new thinking and relationships to emerge. We want a spacious, light-filled room that accommodates tables of 4-6 people and has suitable meal/breakout space.

Do we need to bring anything to the workshop?

The most important thing you can bring is an open mind and commitment to participate. Other (optional) things to bring include key organisational strategy documents and a list of current commitments (projects and initiatives).

What do we need to provide in the room?

Please provide a projector with an HDMI input, at least one whiteboard, and A2 flip chart pads. Please also supply water on the tables and consider mints, sweets, or other treats. Alicia will bring other workshop materials and resources.

We might have some difficult participants...

Opinionated attendees or tense environments are no problem. This is one of the benefits of an external facilitator! When we have our briefing call, please give me a heads-up with any background info so I can be as effective as possible.

Should we take notes?

I will provide you with books and pens for taking notes. You can also take photos and notes from the slides or whiteboards.

What topics will we cover?

Every session is tailored to your specific needs and priorities. Once we review the results of your survey, we'll better understand your needs.

All workshops cover:

- Role clarity between governance and management
- Local government strategy - and your role in it
- Decision-making tools and frameworks
- How to ask better quality questions.

SPL Checklist

Reach out to Beren on info@aliciamckay.co.nz with any questions.

Before Workshops

To confirm booking

- Project brief - completed and returned.
- Deposit invoice – lodged and paid.

1 month prior

- Workshop run sheet – received and confirmed.
- Briefing call – scheduled and held.

2 weeks prior

- Attendee survey – distributed and completed.

After Workshops

- Feedback survey – distributed and completed.
- Workshop summary - received and confirmed.
- Debrief call scheduled and held
- Final invoice – lodged and paid.