

Please rate your agency in each of the following areas:		Ratings 5 = Strongly agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly disagree
1.	My agency has a compelling public safety “big picture” that conveys clearly the value we provide our community.	
2.	We use that public safety “big picture” as the touchstone for all decisions, actions, behaviors, training, and education.	
3.	We focus relentlessly on our agency’s value and outcomes rather than on our methods and activities.	
4.	We research our audiences ahead of time to learn what is likely to inspire them to take action.	
5.	We communicate up front how people benefit personally by doing what we ask (i.e., answer “What’s in it for ME?”).	
6.	We ask positive, open-ended questions that invite thoughtful discussion and generate creative options.	
7.	We tell people what they must know to make informed decisions rather than tell them everything we know.	
8.	We constantly question assumptions – our own as well as others’ – to ensure they remain valid and we are on the same page.	
9.	We take responsibility for educating our stakeholders by assessing their level of understanding and beginning there.	
10.	Our conversations and other communications with stakeholders are free of acronyms, jargon, and technical terms.	
11.	We use relevant analogies that the audience can recognize easily and appreciate.	
12.	We use stories and provide relevant examples to help stakeholders understand our messages.	
13.	We proactively guide the public safety conversation rather than merely react to what others say.	
14.	We provide multiple viable options from which people can choose, and we explain the impact on public safety of each one.	
15.	We test the relevance of our information to stakeholders by answering the “So what?” question from their perspectives.	
16.	We consistently use inclusive terms to paint our stakeholders into the public safety picture.	
17.	We use action verbs to convey the appropriate sense of urgency and let others know exactly what we are asking them to do.	
18.	All of our members recognize and can articulate clearly the value they provide, both as individuals and as part of the team.	
19.	We educate our members as well as our stakeholders about how resource allocation decisions are made, and their respective roles in that process.	
20.	We allow our stakeholders to help us communicate our messages so we can be more effective in keeping them safe.	
21.	We are factual when describing potential outcomes of resource allocation decisions, neither over- nor under-stating them.	
22.	We pride ourselves on our proficiency in changing the conversation by changing the question(s), the content, and/or the context.	
23.	During promotional processes we assess candidates’ skill in asking questions as well as in answering them.	
24.	We prioritize our needs over our wants using a triage process.	
25.	We focus on issues/situations we can influence or control rather than on those we can’t.	

Any area with a score of 3 or less requires immediate attention!

Resources to help you address those areas you’ve identified as needing attention

The following complimentary resources are available on the Resources page of our website (<http://www.publicsafetyinsights.net/resources/articles>):

- [The Transformative Power of Positive Language](#)
- [How Confusing Methods with Outcomes Damages Public Safety](#)
- [Pat Lynch’s Process for Identifying Your Agency’s True Value](#)

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