

LIFE, WELL RUN

TALKING POINTS

The following talking points, along with your own personal experience and anecdotes, can be incorporated into any remarks for formal meetings or speaking opportunities when you want to talk about the *Life, Well Run* campaign or the value of professional local government management. They have been tailored for the audience you are addressing.

Overall

- Professional local government managers bring shared commitment and vision to our communities—working in partnership with elected officials and residents to build communities we're proud to call home.
- Whether it is a decision between bike lanes or parking lanes, green space or garage space, a courthouse or convention center, professional local government managers are the catalysts who help turn policy into action and visionary ideas into tangible results in our communities.
- Visit LifeWellRun.org to learn more about professional local government managers and how they are helping to build great communities.

Elected Officials

- Every coach needs a quarterback. Professional local government managers help implement your policy priorities so you are free to focus on governing. We are your arms and legs, helping turn your vision into reality.
- Professional local government managers are committed to the values that strengthen democracy at the local level and ensure that our local governments run ethically, effectively, and efficiently.
- Professional managers bring administrative excellence to local government—providing a balance of inspiring vision and tough pragmatism in operating local governments.

Business Leaders

- A 2011 study by IBM Global Business Services found that professionally-managed cities are nearly 10 percent more efficient than those without professional managers. This saves taxpayers money and enables cities, towns, and counties to do more with less.
- Professional local government managers help to create communities that provide the environment every business seeks when choosing a place to put down roots and invest.
- Professional local government managers are trained and dedicated. Nearly 65 percent of the managers surveyed by ICMA (International City/County Management Association) in 2012 indicated they had earned a master's degree, usually in public administration, business, or public policy.

Students

- Local governments are reinventing themselves. This is your opportunity to be part of that trend, bring innovative, creative change to your community, and engage in the civic process.
- A career in professional local government management offers challenging opportunities to apply key business and management practices while making an immediate difference in your own community. You can set the wheels in motion for a new library, a fast new transit line, or a vibrant downtown.
- Professional local government managers are like CEOs of corporations, managing large budgets in fast-paced environments.