



Linkages Leadership Merced County

**Service Without Borders
Building Strong Healthy Families**

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Linkages II

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11 Commitments

1. Clearly Address Why We Should Do This
2. Establish a Planning Committee
3. Create Vision and Mission Statements
4. Identify Target Populations
5. Choose an Organizational Structure
6. Set Goals and Objectives
7. Ensure Adequate Funding
8. Establish an Implementation Committee
9. Provide Training and Tools to Staff and Management
10. Continually Communicate the Vision
11. Assess and Evaluate

1

DREAM: “A dream is a complete moment in the life of a client. Important experiences that tempt the client to commit substantial resources. The essence of the desires of the family. The opportunity to help families become what they want to be.”

Commitment: “Why We Should Do This”

Adapted from Gian Luigi Longinotti-Buitoni

Making A Difference

- One Vision – One Mission
- Ownership
 - Direction
 - Resources
 - Support





4

NO WRONG WORKER

Commitment: “Identify Target Populations”

Crossing Over

- No Wrong Worker
- Early Intervention
 - Every Referral has Linkage Potential
 - Send a Team Whenever Possible
 - Look For Possibilities

3

“Management has a lot to do with answers. Leadership is a function of questions. And the first question for a leader always is: **‘Who do we intend to be?’** Not ‘What are we going to do?’ but ‘Who do we intend to be?’” – Max De Pree, Herman Miller

Commitment: “Create Vision and Mission Statements”

“It’s a Vision Thing”

- VISION: “We Fight Poverty & Abuse”
- MISSION: “Build Strong, Healthy Families and Improve the Quality of Life in Our Community”

2

“We have a ‘strategic’
plan. It’s called
doing things.”

– Herb Kelleher

Commitment: “Establish a Planning Committee”

Planning for Success

- Types of Planning Committees
 - Main Planning Committee
 - Executive Committee
 - Program Managers & Supervisors
 - Supervisors & Line Staff

6

The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it. – Michelangelo

Commitment: “Set Goals and Objectives”

5

Co-Location-----Communication

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Co-Location-----Communication

Commitment: “Choose an Organizational Structure”

Organizational Structure

- Communication
- Co-Location
- Agency and Worker Views

9

CIA
FBI
NSA

Commitment: “Provide Staff & Management Training and Tools”

Partners



- Committees
- Staffings
- Home Visits
- Information Sharing

10

10-30 Seconds

3-5 Minutes

10-20 Minutes

Commitment: “Continually Communicate the Vision”



9b

■ What Have You Learned

Commitment: “Provide Staff Training and Tools”

Coordination



- Vision
- Mission
- Values
 - Harmony
 - Decisions
 - Common Goals

3b

**Create a “cause,”
not a program!**

Commitment: “Create Vision and Mission Statements”

Integration

- Linkages is not one of the 3 Ps
- Agency-wide Service Delivery Philosophy
 - Commitment
 - Consistency
 - Communicable
 - Clear

8

Follow your passions.

Keep it simple.

Get the best people to help you.

Re-create yourself.

Play.

Commitment: “Establish an Implementation Committee”

Source: Fortune/October 2003

Sponsor & Coordinator

- Understanding
- Like-minded
- Communication
- Full-Time Responsibilities

Challenges



- Attitudes
- Buy-In
- Expectations
- Data
- The System vs. the Self

5 Key Pieces of Advice

- Don't delegate
- Remain intimately involved
- Never retreat
- Live it
- Laugh a lot

Help Wanted

I'm looking for someone to:

- “Color outside the lines”
- Fast pace, short timelines
- Totally commit themselves to excellence
- Be able to see, accept, and achieve the “bigger picture”
- Build strong, healthy families
- Improve the quality of community life
- Fight poverty and abuse
- Deal with ambiguity

The Other 11 Commitments

1. Plan. Fire. Aim.
2. Eliminate status quo
3. Hire for attitude
4. Question, Question, Question
5. Risk, Chance, Opportunity.
6. Lead. Lead. Lead.
7. Change perceptions.
8. Ditch your office.
9. Read odd stuff.
10. Generate energy.
11. Expand the borders of your box.

Questions?

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