



MAKING

IT

EASY

A little about me

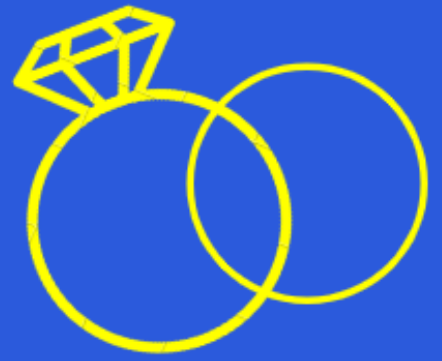
Zack Daniel, City of Edwardsville

- Assistant City Manager/City Clerk, City of Edwardsville
- Management Fellow, City of Wichita
- Internships, City of Goddard, City of Emporia
- WSU MPA Grad



People like challenges

www.4mat.org.uk



A yellow starburst graphic consisting of several short, radiating lines of varying lengths, positioned around the central text box.

city hall

**SHOULD NOT BE A
CHALLENGE**

let's make it
easy

EASY

- Simple to understand
- Linear processes
- Clear reasoning



FUN

- Getting the answer you want
- Special treatment
- Exceptions to the rules

Raise Awareness

- Community E-newsletter
- Social Media presence
- Strategic Partnerships
- Sharing Success

Identify Inefficiencies

- Improving our permitting system
- Seeking out 'low-hanging fruit'

Be Accessible

- Applies to front line staff as well as upper administration



Customer Service

- Hiring right
- Include front line staff in discussions

Remember:

It's easy to
order a
hamburger



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