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# Sample Messages on Performance Excellence for Managers – November 2018

Managers: These messages are intended to be used as starting points for managers at all levels to begin communicating about performance excellence in the City of Madison. Please refer to other messaging and tools in the [Performance Excellence Toolkit](https://www.cityofmadison.com/employeenet/performance-excellence/communication-tools) for specific initiatives, such as the [Employee Voice Survey](https://www.cityofmadison.com/employeenet/performance-excellence/employee-voice-survey).

## General Message from Department Head or other department managers

You have received recent messages from the Mayor’s Office about a strategic direction for the City of Madison called Performance Excellence. The Performance Excellence effort intends to utilize the many plans and recommendations that have come out of citywide planning efforts in the past few years, including the work on the Racial Equity and Social Justice Initiative, the Imagine Madison comprehensive plan, and Results Madison.

*[Indicate department’s previous or current involvement here. FOR EXAMPLE: The library has already been involved in much of this work, and served as a pilot agency for Results Madison, a data-driven planning process now being implemented in other city departments. Lessons learned from those processes have informed our own strategic planning, including the creation of the library’s strategic lens and values.]*

I urge you to follow the Mayor’s messages and learn more about Performance Excellence at the City of Madison. The new mission of the City of Madison - to provide the highest quality service for the common good of our residents and visitors - is work that we are already doing. Implementing Performance Excellence in our agency going forward will help us continue to do our best work together with other city agencies and to better tell the story of how our staff and our agency’s work provide excellent service.

## Email Message

*Use this suggested language to craft an email to your staff about Performance Excellence. If email isn’t the best way to communicate this to your staff, consider using the text below in a memo, as a script for an in-person message, or using another preferred method.*

**Subject: Performance Excellence at the City of Madison**

As you know, we have recently adopted a new strategic framework for the City of Madison called [Performance Excellence](https://www.cityofmadison.com/employeenet-performance-excellence/documents/performance_excellence-what_is.pdf). The aim of performance excellence is to promote the public good and focus our resources on achieving results for our customers. Performance excellence aligns our work toward achieving our strategic vision, which includes our vision, mission, values, service philosophy, and seven elements of a great city.

The new mission of the City of Madison - to provide the highest quality service for the common good of our residents and visitors - is work that we are already doing. Implementing Performance Excellence in our agency going forward will help us continue to do our best work together with other city agencies and to better tell the story of how our staff and our agency’s work provide excellent service. You will begin to see performance excellence language and tools in our communications and work going forward.

Learn more at <https://www.cityofmadison.com/excellence>

## Newsletter Article

*Use this suggested language to introduce Performance Excellence in a print or electronic newsletter to your staff, board report, or inother communications.*

**Title: Performance Excellence at the City of Madison**

The City of Madison recently adopted a new strategic framework for the City of Madison called Performance Excellence. There are five components of Performance Excellence in the City of Madison:

• The **Vision** statement lays out the desired future of the City.  
• The **Mission** statement describes how the City will advance toward our Vision.  
• Our core **Values** used in decision-making.  
• Our **Service Promise** is a commitment we make to residents and employees of the City of Madison.  
• Our **Strategic Priorities** (“Elements”), or overarching goals, connect everyday work of all employees to the Vision, Mission, Values and Service Promise.

You can see all of these at the City of Madison Performance Excellence page on Employeenet at <https://www.cityofmadison.com/excellence>

*[tie these to your department’s key statements, including mission, values, vision, oath, etc. and show how they work together]*

This will be an ongoing effort at the City of Madison in years to come. Learn more at <https://www.cityofmadison.com/excellence>