



# **CREATING A RIGHT BRAIN CULTURE IN A LEFT BRAIN ENVIRONMENT**

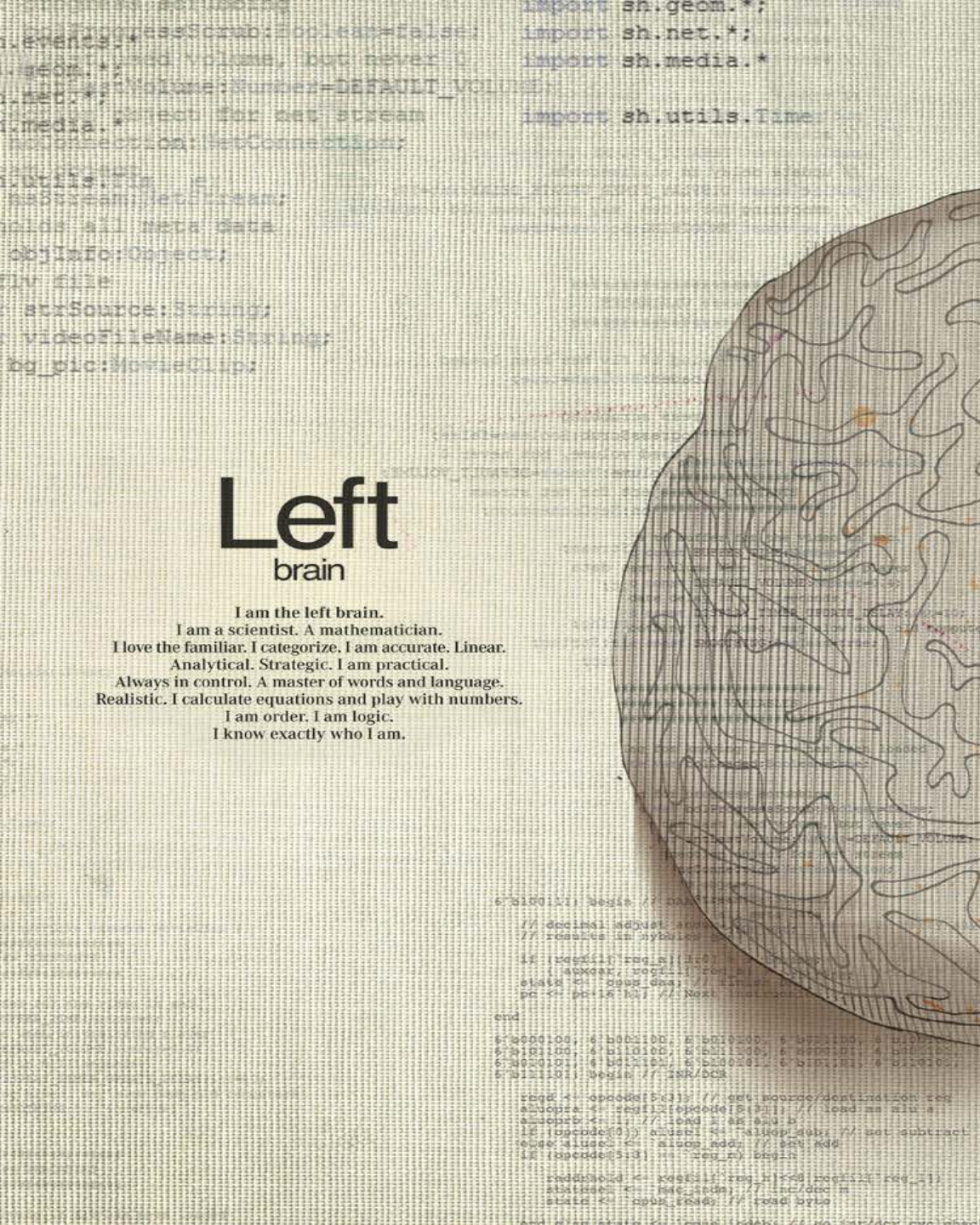
**CSMFO Annual Conference | 2020**

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**Derek Rampone, Financial Services Manager**

**City of Redwood City**





# Left brain

I am the left brain.  
I am a scientist. A mathematician.  
I love the familiar. I categorize. I am accurate. Linear.  
Analytical. Strategic. I am practical.  
Always in control. A master of words and language.  
Realistic. I calculate equations and play with numbers.  
I am order. I am logic.  
I know exactly who I am.



# Right brain

I am the right brain.  
I am creativity. A free spirit. I am passion.  
Yearning. Sensuality. I am the sound of roaring laughter.  
I am taste. The feeling of sand beneath bare feet.  
I am movement. Vivid colors.  
I am the urge to paint on an empty canvas.  
I am boundless imagination. Art. Poetry. I sense. I feel.  
I am everything I wanted to be.



Mercedes-Benz  
The best or nothing.





## WHY IS THIS IMPORTANT?

- Higher performing team
- Happier employees
- Solve more problems and eliminate obstacles
- Positive outcomes
- Everyone leads something
- Stronger relationships between Finance and other departments

Technical skills are  
necessary, but  
emotional intelligence  
reigns supreme.

# EMOTIONAL INTELLIGENCE





# EMOTIONALLY INTELLIGENT LEADER

- Supportive
- Inspiring
- Good listener
- Cares/ Has others' backs
- Pushes team to do their best
- Encourages creativity and new ideas
- Honest
- Sets clear expectations
- Follows through
- Consistent
- Involves others in decision-making
- Trusts others



"People will forget  
what you said.

People will forget  
what you did.

But people will  
never forget how  
you made them  
feel."

*Maya Angelou*

Foster a culture of  
appreciation,  
respect, and  
teamness.





## MISSION STATEMENT

Transforming the Organization through  
Innovation, Collaboration, and Integrity.

# ANNUAL RETREAT





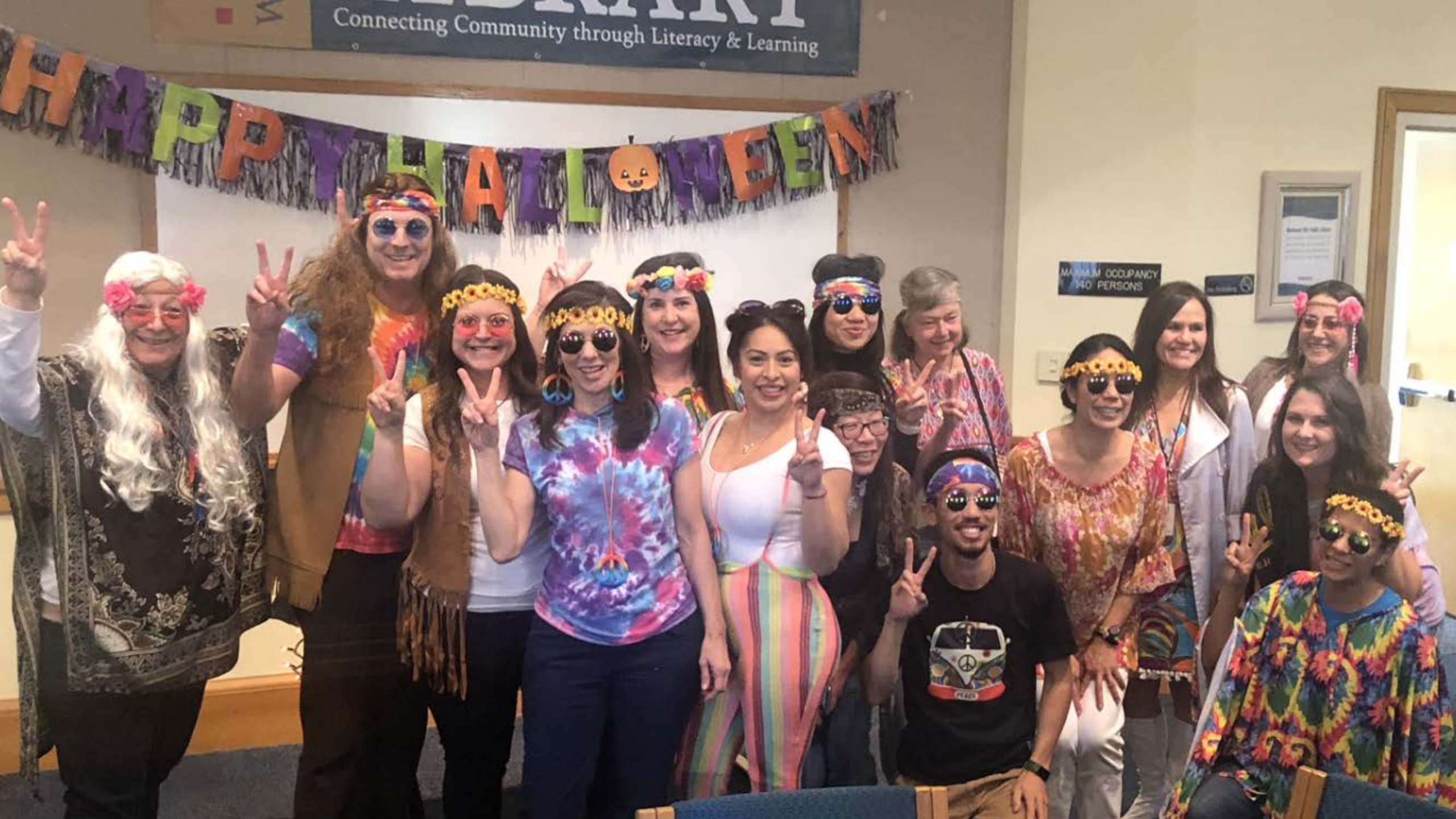
## SHOW APPRECIATION

- Give thanks for a job well done, verbal and in writing
- Celebrate birthdays (and babies!)
- Recognize milestone years of service
- Team lunches
- Participate in City and community events as a team





Connecting Community through Literacy & Learning



Relationships matter.



## STRONG TEAM FOUNDATION

- Regular Finance team meetings
- Frequent 1:1 meetings between direct reports
- Encourage staff participation in inter-departmental teams
- Discuss current issues and encourage creative problem solving



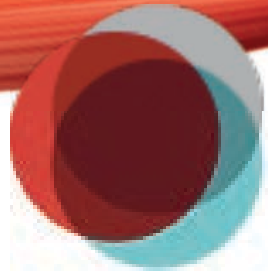


## ESTABLISH TRUST AND RESPECT WITH DEPARTMENTS

- Learn about other departments' operations
- Go to their office for meetings
- Understand financial pain points and areas of concern
- Build up deposits in the bank of trust when the inevitable "no" occurs



Encourage  
continuous  
employee learning  
and development.



**CHAMBER**  
REDWOOD CITY  
SAN MATEO COUNTY



UC HASTINGS  
COLLEGE OF THE LAW  
SAN FRANCISCO

UCLAAnderson  
FORECAST

UC Hastings and UCLA Anderson Forecast Present

2019 SAN FRANCISCO ECONOMIC  
AND FINANCIAL OUTLOOK

March 14, 2019

UC Hastings | 198 McAllister Street  
San Francisco, CA



*Public Sector*

**LEADERSHIP ACADEMY**

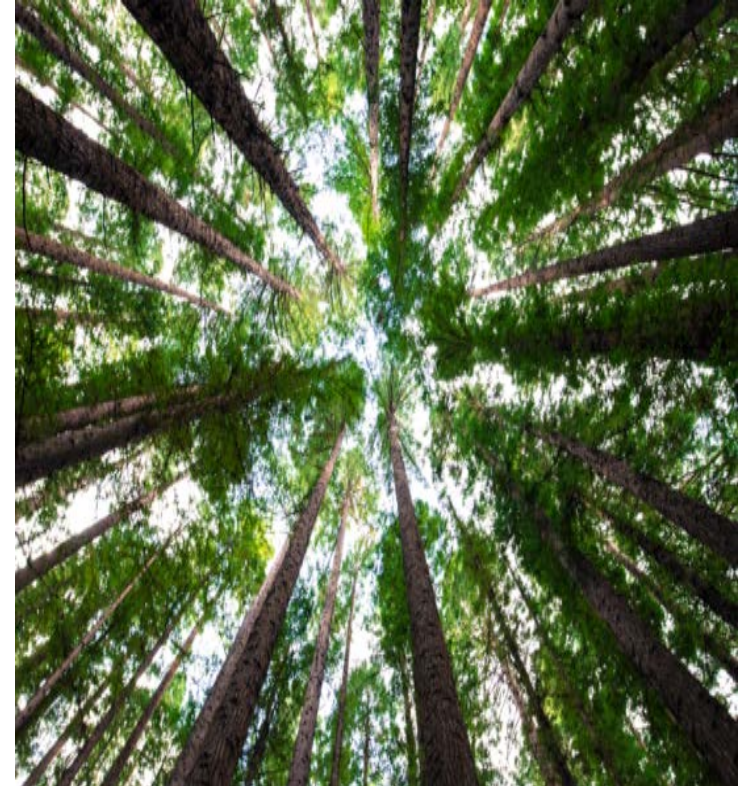
*A collaboration and partnership between local public agencies*





# CONSTANTLY GROWING

- Cross-train staff to break down silos
- Provide stretch assignments
- Continuous feedback loop – good and bad news
- Ask your staff what they want to learn



Be proactive,  
not just reactive.

# THRIVE AND EVOLVE

- GFOA Best Practices Review
- League of Cities Municipal Health Diagnostic Tool
- Budget and Financial Policies Manual
- 10-Year General Fund Forecast
- Pension Payoff Plan / Section 115 Trust
- Generate revenue by providing financial services to other agencies





Focus on constant  
collaboration.



# BUDGET DEVELOPMENT



- Budget Brain Trust
- 1:1 Budget Kickoff meetings
- Finance 101 trainings for department staff
- Citywide “Finance Avatar” quarterly meetings
- Community Budget Workshop



Embrace **innovation**  
and continuous  
improvement efforts.



- New ERP
- Streamlined workloads
- Process improvements
- Online workflows
- Revenue generation and service partnerships
- Financial strategies for the future


A faded, light gray silhouette of Mickey Mouse is positioned in the background of the text. Mickey is standing with his arms slightly away from his body and his legs apart.

**"FIRST, THINK  
SECOND, BELIEVE  
THIRD, DREAM  
AND FINALLY, DARE"**

**WALT DISNEY**







THANK YOU!

Q / A