

## Trying Hard is Not Good Enough

“What would we do differently if outcomes really mattered?”

Local Government NZ and the Ministry of Social Development’s Family and Community Services invite you to hear American public policy expert Mark Friedman speak about how to achieve more action with less talk in initiatives to improve services for communities.

### Results Accountability – From Talk to Action

Mark Friedman has more than 30 years experience in public administration and policy. He developed the Results Accountability framework which focuses on outcomes by working backwards step by step from ends to means.

He provides a method of thinking and taking action that is **simple** and **commonsense**, uses **plain language**, produces **minimum paper** and is **useful**.

Mark Friedman’s approach fits well with the Local Services Mapping initiative being facilitated by Family and Community Services in partnership with some 25 local authorities. LSM assists a community to identify its priorities and needs and then develop an action plan to meet them.

His focus on results accountability will also assist local authority members and officials as they develop strategies and action programmes to implement their community outcomes.

Mark Friedman will provide valuable insights into the effectiveness of an outcomes focused approach to central and local government’s endeavours to foster strong families and connected communities in New Zealand.

Mark Friedman has written and spoken extensively on social change, organisational performance, management, budgeting and strategic planning. His Results Accountability framework has been used in over 40 States and at least seven countries outside the United States. He has a background in teaching, working with family and children’s services, and social policy.

**You are warmly invited to nominate a member of your organisation to attend a seminar with Mark Friedman. 10am – 1.00pm Monday 29 May in the Ilott Theatre, Old Town Hall, Wellington.**

Please RSVP to Natasha Close (04) 913 6601 or [Natasha.Close004@msd.govt.nz](mailto:Natasha.Close004@msd.govt.nz) by 15 May 2006.