



Communicating Through our Services

Don't forget the "Why"!

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Hello!

I am Julianne Coughlan

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A bit about Service rePublic

We are an in-house, dedicated innovation unit in Cork County Council, using Service Design as our transformation approach





We're innovating at all levels

1

SERVICES

This is the starting point for a lot of service design units and we kicked off with this early on

2

POLICY AND STRATEGY

We take a holistic approach to our design so that where policies or strategies need to be developed to support transformation, these become part of the design process and outcomes

3

CULTURE

Real transformation only happens when you scale and embed it in your organisation. We encourage advocates for innovation and transformation and develop their capacity to deliver this in their own part of the Council





“Our work is engagement
and co-design,
not consultation!”⁹⁹



Communication – the Gamechanger





“If we do nothing else let’s communicate better!”

“Maybe we should push back against the negative publicity!”

“The perception that the private sector could do it better is frustrating”

“We can’t be shy in saying when we’re good!”





“Communication
is everyone’s
job”



Services —
what people think
we do





Some ways people perceive what we do -

- x From their own personal experience
- x From what they hear about the experience of other people
- x From the outcomes they get
- x From their interaction with our touchpoints

“That shower in the Council refused my planning permission!”



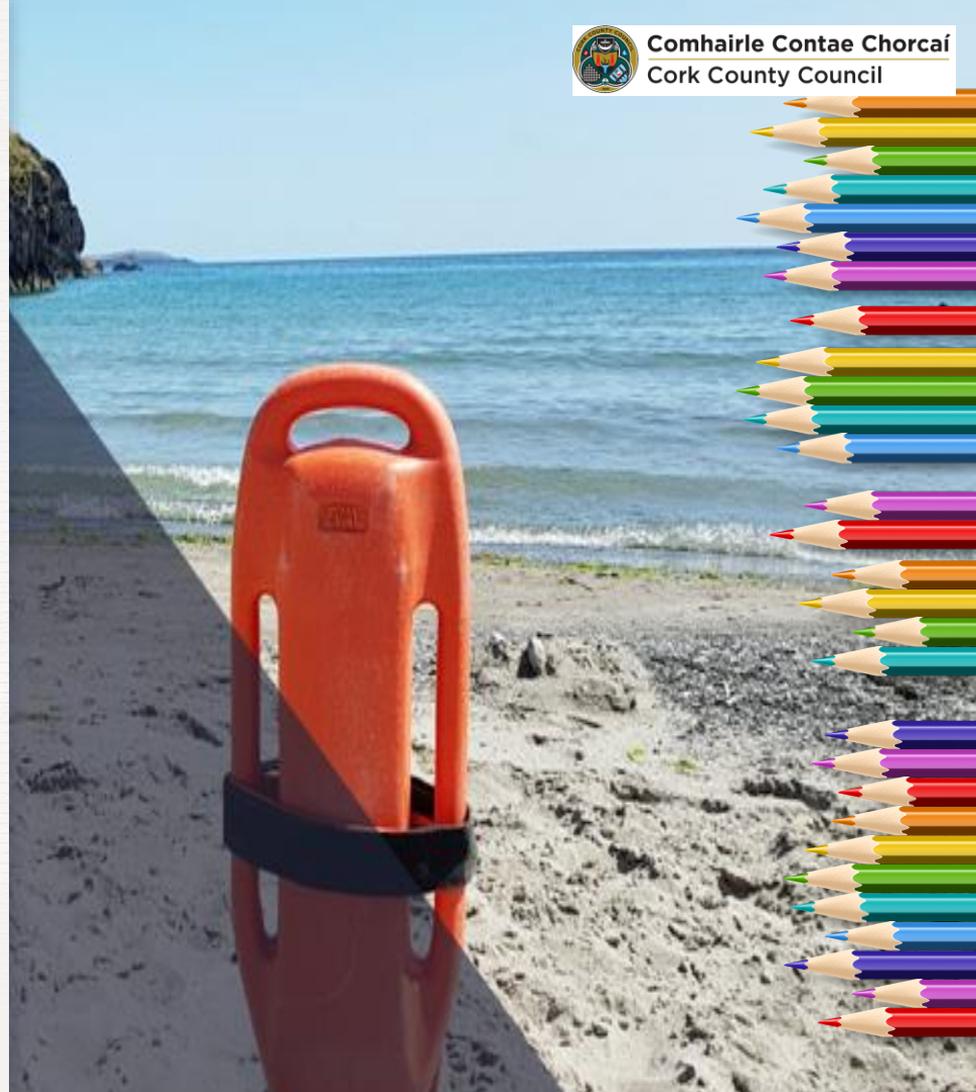
How do we change the narrative?

Promote our expert and professional roles

Fill in the gaps

Help people to understand the “why” of our services

Deliver our key public service messages





Valuing Ourselves





Sometimes we don't
value our own
experts





Are we measuring the right things?

Lots of our KPIs and indicators are built around easy to measure transactions

Do we have measures to show how we're meeting our professional and expert roles?



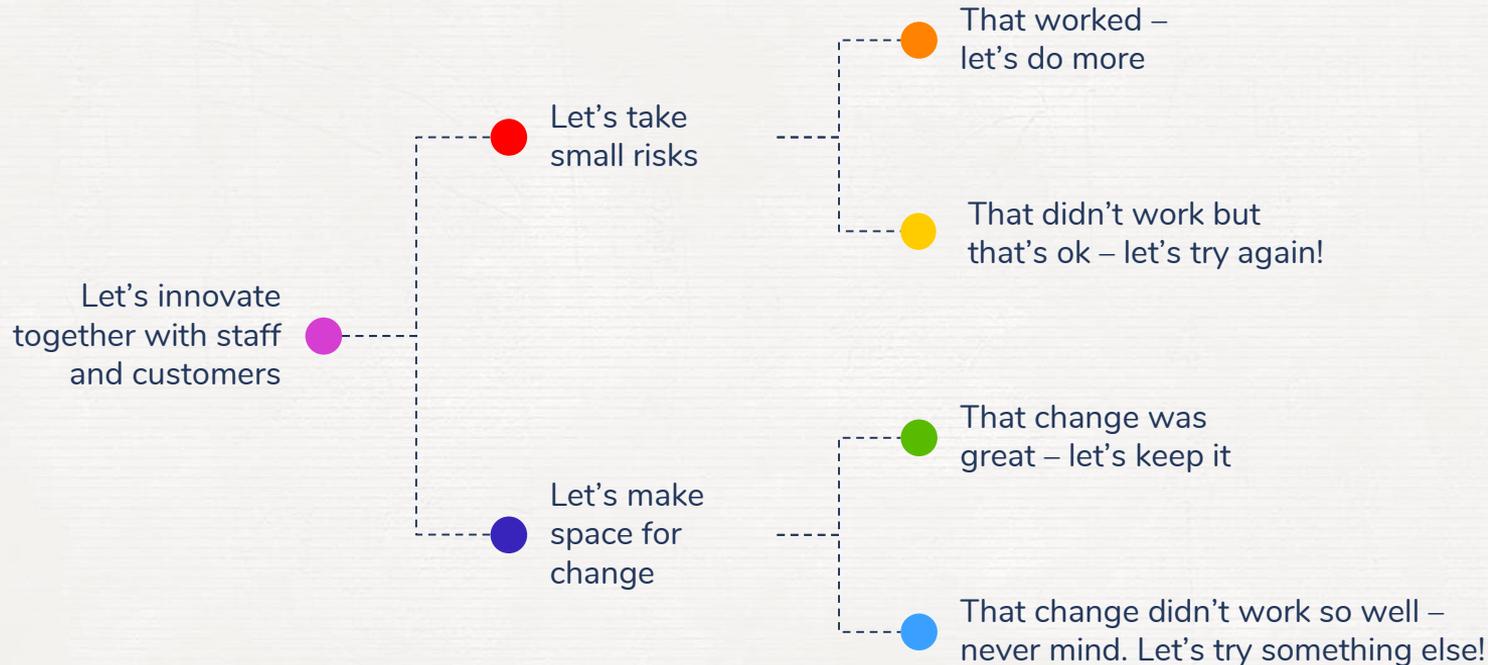


The Good News!





Innovation is happening!



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The Innovation Network is here!

This is a great source of moral support and inspiration!



Some Ideas to Takeaway

Elevate our professional and expert public service role

The message about the “Why” of our services needs to be heard

Get on the Innovation Bandwagon!

Channel your inner 11 year old when writing online!

Communication is everyone’s job!

More from Cork in 2020





Thanks!

You can find me at:

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