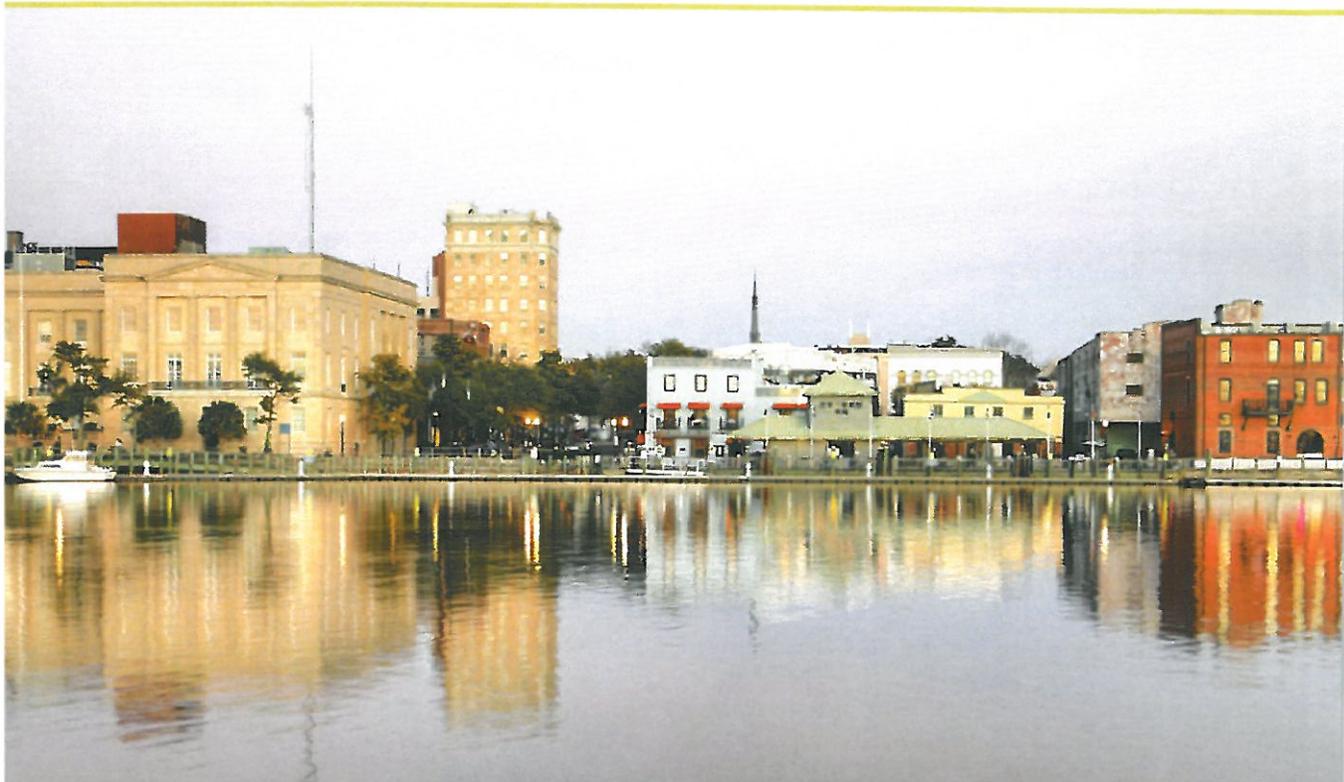


Life, Well Run

an ICMA initiative



**Professional city, town, and county managers—
building communities we're proud to call home.**

What's a Professional City, Town, or County Manager?

A professional local government manager is an executive or administrator hired to serve the public interest of a city, town, or county.

As the scope and complexity of local government services has grown, so, too, has the need for greater professionalism in government management.

Professional managers **work closely with local elected officials** — mayors, city, town, and county councils — to manage their policies and programs and oversee the day-to-day business of the government ethically and transparently.

Professional managers:

- are trained in the business of managing government and resources.
- maintain political neutrality and put the overall welfare of the community first.
- bring a community-wide perspective to policies and programs.
- strengthen local democracy by bringing all groups and all interests into the legislative process.
- ensure that services are fairly distributed to all members of the community.
- nurture organizational excellence and promote innovation.

The Benefits of Professional Management

Professional managers oversee the day-to-day operations of more than 59 percent of cities and towns with a population of 2,500 and over and 27 percent of counties across America.

They are involved in thousands of individual decisions, large and small, that define our communities and affect our quality of life.

Commitment to excellence

An important part of their job is supervising the many hard-working public servants who keep their communities thriving. They bring a commitment to excellence that sets the tone for all employees.

There are professionals at all levels of local government — from department directors down. A professional manager expects his or her staff to meet high standards in service delivery, accountability, and ethics. Together, they look for better and more efficient ways to serve the members of their community.

Professional city, town, and county managers make tomorrow happen.



Elected and Appointed Officials

Professional local government managers are vital partners of elected officials. Managers:

- translate policy and visionary ideas into real results.
- develop sound approaches to community challenges.
- align the local government's administrative systems with the values, mission, and policy goals defined by the community and elected officials.

How elected officials and managers work together

The power and authority to set policy rests with elected officials, such as a mayor or chairperson and members of a community's council, commission, or board.

The mayor or governing body appoints a nonpartisan, nonpolitical professional manager.

The manager serves at the pleasure of the governing body and

- procures products and services.
- supervises department heads.
- engages all groups in the community in decision-making.
- develops and oversees the budget.
- makes policy recommendations to the council for consideration and final decision.

The manager is bound by whatever action the council takes, and control is always in the hands of the elected representatives of the people.

About the Life, Well Run Campaign

The *Life, Well Run* campaign is designed to raise public awareness of and appreciation for the value professional managers bring to building effective local government and great communities.



Life, Well Run
an ICMA initiative
lifewellrun.org