



Pre-Conference Session C
Tuesday, February 15, 2022
10:15 am – 5:00 pm

The Art of Communicating for Finance Officers: Building the Skills to Speak and Write to Influence Decision Makers

Session Type: Leadership & Management

CPE Units: 6 (Non-Technical)

Cost: \$150

Communicating to leadership or decision makers has long been a fear for the majority of our society. Finance Officers are no different. Working with numbers is second nature to everyone in municipal finance, but communicating about numbers to the people who make decisions is a different story. This pre-conference training will explore the vast nuances of communications, with an opportunity for all attendees to speak in front of their peers and write important content to be reviewed. This action-packed day will provide solid examples of how to turn fears into opportunities while being a successful communicator.

In this session, we will dissect the intricacies of how to give a solid speech while breaking down the anxiety many feel when they stand in front of people. The fears of being embarrassed and looking foolish will be debunked. The art of creating a solid written communication will also be front and center because everyone knows that you have to be good at both speaking and writing to be successful in today's government. Join us for a full and fun day of communicating – you won't want to miss this one!

Speaker: Phil Bertolini, Vice President, Center for Digital Government, e.Republic



Phil Bertolini is Vice President of e.Republic. Previously, he served as Deputy County Executive and Chief Information Officer (CIO) for Oakland County, Michigan. During his 31-year tenure, Phil built a world-class IT organization in the second-largest county in Michigan, just north of Detroit. As Oakland County CIO, he oversaw more than 150 employees serving over 1.2 million residents. In 2005, he was also promoted to Deputy County Executive, holding dual positions until his retirement.

Phil's efforts earned the county national attention, winning numerous awards for technology innovation and excellence. He was named one of Governing Magazine's Public Official of the Year and Government Technology Magazine's Top 25 Doers, Dreamers & Drivers. He was also honored by the President Obama White House as a Champion of Change for 2012.