

**WHO ARE WE
FEEDING?**



EVERY HARVEST BEGINS WITH PURPOSE

Farmers don't grow crops
for the sake of growing crops.

They grow them to nourish people.

Government doesn't exist
to process paperwork.

Government exists to improve lives.



WHAT ARE WE GROWING?

Farmers grow food.

GOVERNMENT GROWS...

OPPORTUNITY

SAFETY

TRUST

ACCESS

HOPE

SOMETIMES WE FORGET

29 agencies
Thousands of services
Multiple websites
Different phone numbers

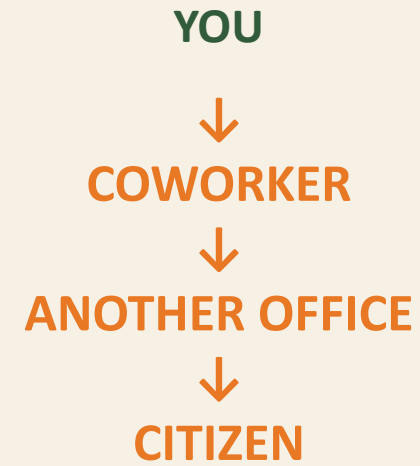
Customers weren't asking:
"Which agency?"

**They were asking:
"Can somebody help me?"**





EVERY HANDOFF FEEDS SOMEONE



No matter where you work,
someone is waiting for what you produce.

WHEN WE FORGET WHO WE'RE FEEDING...

WE CREATE...

WAITS
REWORK
CONFUSION
FRUSTRATION
BURDEN

Not because people don't care—because they lose sight of the person.



WALK THE FIELD BEFORE YOU CHANGE THE FIELD

Farmers don't guess.

They observe.
They listen.
They learn.

Government should too.

Listen Better to Serve Better

BETTER QUESTIONS PRODUCE BETTER HARVESTS

Instead of asking...
“How do we process more?”

ASK...

Who are we feeding?
What do they need?
What gets in their way?
How do we know?





BRANCHES

Services

FRUIT

TRUNK

Processes
Policies
Technology

ROOTS

Listening
Observation
Understanding
Empathy

THEY ARE WHO WE'RE FEEDING.

Listen Better to Serve Better