

TRANSFORMATIONAL LEADER: LESLIE KNOPE

By: Eryn Harvey

Who is Leslie Knope?

- Knope is the main character in *Parks and Recreation* on NBC
- She was the Deputy Director of the Parks and Recreation Department in the city of Pawnee, Indiana
- City Councilor
- She is currently Regional Director of the National Park Service, Midwest Region



What Knope is Known For

- Improving parks/city of Pawnee
- Preserving national parks
- Diabetes Telethon
- Filling in the pit (lot 48)
- Garbage truck to fight sexism
- Harvest Festival
- Soda tax
- The gala
- Unity concert



Ethos

- ❑ “She is firmly committed to the belief that government should provide a service for its people, and regularly goes above and beyond for the benefits of Pawnee's residents”
- ❑ “Knope is intelligent, well-read, and has good intentions, but is not always successful in executing her goals. She repeatedly tries to put a positive spin on failure”
- ❑ <http://college.usatoday.com/2013/12/30/7-reasons-why-leslie-knope-is-a-perfect-role-model/>

Daily Communication

- ❑ Has to communicate with public daily
- ❑ Attends public forums
- ❑ Leads meetings
- ❑ Helped public with problems when she was on City Council
- ❑ <http://youtu.be/Ng-HgRfGBY>



Leadership Communication Abilities

- ❑ Does not get discouraged by angry residents
- ❑ Listens to the concerns/problems of the public, and helps them resolve problems
- ❑ She communicates well with employees, and the public
- ❑ Knope worked her way up from Deputy Director of Parks Department, then City Councilwoman, and now Regional Director of the National Park Service
- ❑ Without communication Knope would not be the leader she is today

Video

- ❑ Knope is a fantastic public speaker
- ❑ City Council Debate Speech:

<https://www.youtube.com/watch?v=-JhqMsxH9-g>



What I learned

- ❑ By profiling Knope I learned that leadership comes in all sizes
- ❑ An employee in City Hall is just as responsible for leading and communicating with the public as a member of Congress or a celebrity is
- ❑ Knope is a good example of leadership communication because of her work ethic, dedication to her job, professionalism, and her love for the people/city/parks of Pawnee

How I Define Leadership Communication

- Leadership Communication: The ability to express your opinion and ideas to the public while listening to their ideas, in order to effectively lead

