

WAKEFIELD DAILY ITEM

# FORUM

## Julie Smith-Galvin, leadership and communication

When people think of leaders and communication, they often think of communication "skills": Is the person a good speaker? Do they make eye contact with the audience? Do they do a good slide deck presentation? These are valuable skills, for sure, but they miss a larger point: how you communicate your ideas and proposals to the people they'll impact – and

how you think and plan about communicating them – whether in business or public life, is crucial to how effective you are. In other words, good communication *is* good leadership.

One of the many reasons I'm excited about supporting Julie Smith-Galvin for a spot on the Wake-

field Board of Selectmen (soon to be Town Council), and about the prospect of her taking a leadership role in our town, is that she brings wise perspective and experience as a communications professional to the role. This is very much needed. While I often agree with the Board of Selectmen's proposals for making progress on various important issues in our town, I also often

feel they could do a better job of communicating with the public about these ideas, and that this would help them to be more effective. Out of all the candidates for Board of Selectmen, Julie is best qualified to help with this important leadership challenge. Besides her communicator's mindset and management experience from years of working in community and media relations at two global energy companies, Julie is a small business owner, co-founder of Sustainable Wakefield, and former Peace Corps volunteer. She also has a degree in public communications as well as an MBA. Finally, she is a mom with two kids in Wakefield schools and is a long-time community advocate, volunteering and fighting for issues and proposals that will help our town

move forward towards a brighter future.

Julie will be a great voice for the community and a smart, effective leader, helping Wakefield to become more livable, sustainable, and inclusive. I hope you will vote for her for Board of Selectmen on April 24.

**Jeff Kehoe**