

Williamsburg Police Department



Chief Sean Dunn

“When you were made a leader, you weren’t given a crown; you were given the responsibility to bring out the best in others”

~Jack Welch

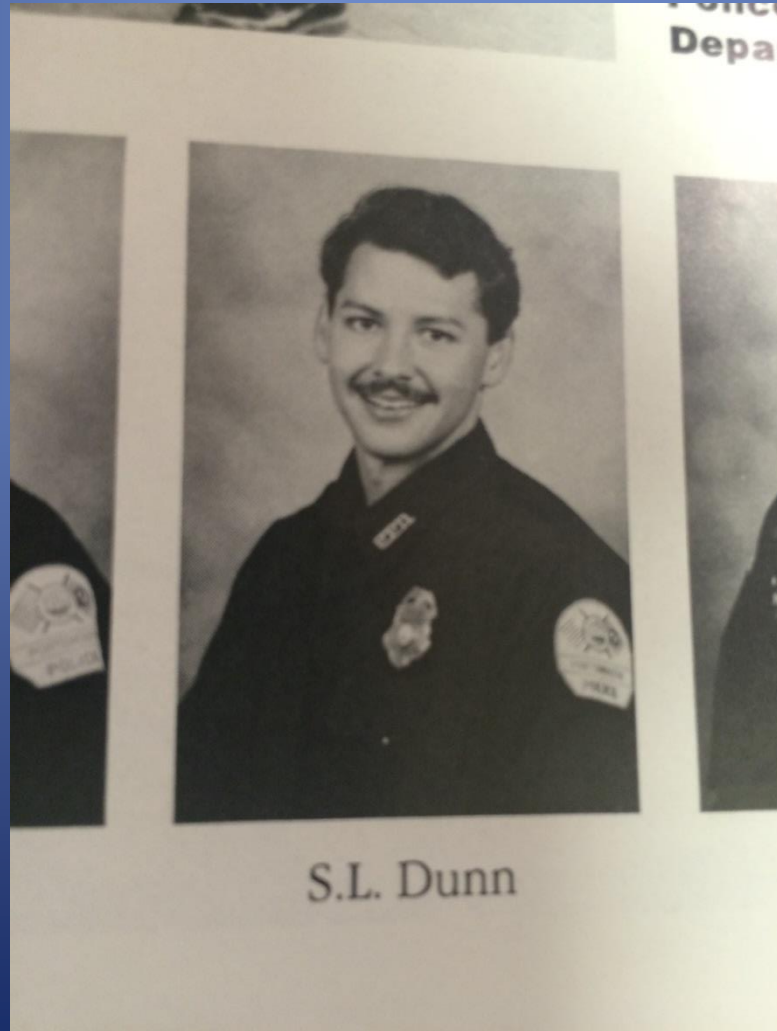


Williamsburg Police Department



@WPD_757

Where it all started...



S.L. Dunn

A Different Approach to Policing

Reactive vs Proactive

Reactive

- 911 calls drive police activity
- Response to citizens calls for assistance
- Patrol is routine and unstructured

Proactive

- Emphasis on crime prevention
- Patrol is targeted
- Police seek crime solutions before crimes occur
- Crime patterns drive police activity

Presence in the Community

(Proactive)

- Outcomes vs. Output
- Fair & Impartial Policing to gain trust
- Cooperation between police and community leaders
- Less Reliance on Authority
- Emphasis on Verbal De-Escalation & Minimizing Physical Force

Community Engagement

- Maintaining credibility by effectively addressing community concerns
- True engagement with community members
- Participant in community, not just bystander & enforcer
- Address underlying issue rather than the symptom

After Reading Dr. Seuss...



Management Approach for Organizational Change

- Model the Way
- Show employees the highest level of respect
- Seek ground level input & solutions
- Empower employees but ensure expectations & limitations are clear
- Involve employees with decision making as often as possible
- Celebrate successes, even small ones

This was an employee driven effort involving multiple departments!



Questions?

