



Revenue on Steroids

October 2, 2019

Canadian Association of Government Finance Officers Conference

Vancouver

What this session won't do:

- No sexy 'new' tools

What this session hopes to do:

- Continue beta testing outcome-oriented ways to think about revenue
- Demonstrate the upside of thinking about **revenue tools as policy tools**

Exercise 1:

Behavioural Economics

Exercise 2:
Realigning Your Revenue
Profile to Your Strategic Plan
Or...
PINBALL WIZARD!!!



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PAUSE PLAY



SANTA'S SANTA

WIND

WIND

WIND

WIND

④ Strategic Plan Priorities

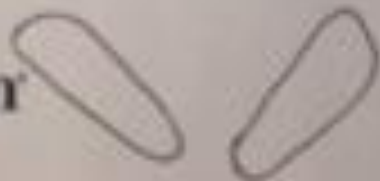
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