

Breakthrough Solutions Art

2010 Breakthrough Solutions Conference



What if you could take dreams, visions, and ideas and portray them graphically, to show how they are related?

What would they look like?

Breakthrough Solutions Partner Ken Hubbell, of Ken Hubbell and Associates, has done just that. Thanks to Ken for his terrific art and facilitation at the conference.

TRANSFORMING RURAL ECONOMIES

Ron Husted

Globalization triggering economic changes + demographic shifts dimming hopes + altering rural economic



Most STATES Underinvest in Entrepreneurship

Focus First on Assets



Economic DEVELOPMENT PARADIGM SHIFT

3 LEGS OF DEVELOPMENT

Ext. Recruitment

Biz. Retention

AWARDS - INCUBATOR - YOUTH

We can only ways to grow wealth for everyone

PREVAILING MYTHS:
Small Biz/Entrepreneurs FAIL TOO OFTEN

Assess

SPECTRUM OF COMMUNITY

1

2

Friendliness to Entrep.

3

THRU ENTREPRENEURSHIP

- Recommendations
- Treat E-Ship as a SYSTEM
 - Build mindset about entrepreneurship
 - SHIFT INVESTMENTS IN sm/micro
 - EXPAND-TAP DIVERSITY
 - INVEST IN CAMPS AWARDS + INNOVATION

20% of Rural ARKANSAS BUSINESSES HAVE MICRO BIZ.
AND 20% of Rural jobs in sm. BVS.

66% of NEW BIZ survive + 2 years

Take and share Risks



ENTREP. CAUSES NEW GROWTH DESPITE INBALANCE IN INVESTMENT IN ENTR.



BREAKING THRU

Civic/Social Entrepreneur

survival entrepreneurs

Lifestyle entrepreneurs

TEND TO STAY INVEST IN COMMUNITY
CONTRIBUTE VIA PHILANTHROPY
USUALLY contribute to local QUALITY OF LIFE!

ADVANTAGES OF ENTREPRENEURS

Coach the entrepreneurial SPIRIT + Build A CLEAR Vision

More PROMISING PRACTICES

17... Quilts

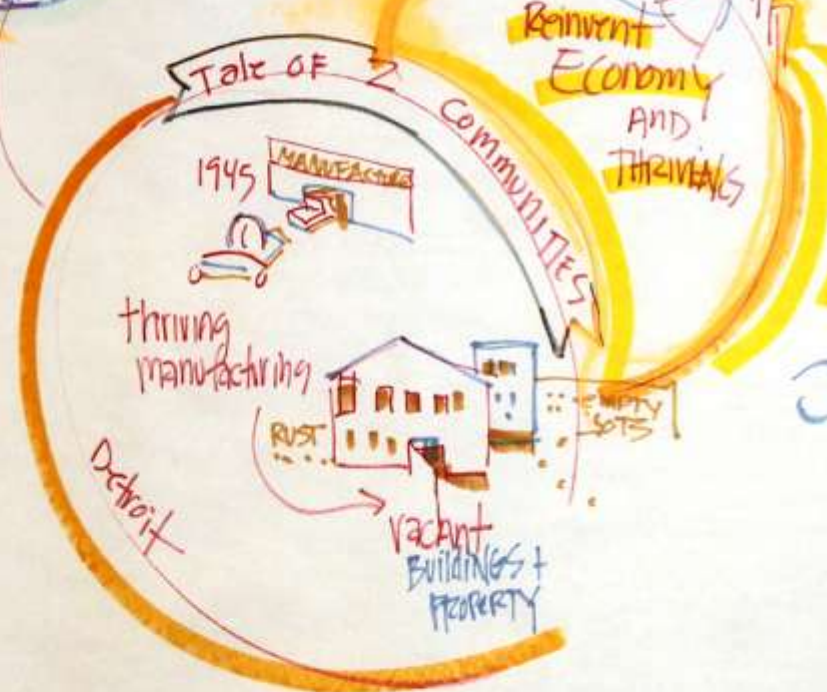
Recycling - New Uses FOR old MATERIALS + CREATIVE QUALITIES OF ECONOMY

What is your idea?



Promising Practices

JUMP on National Broadband Wave



KEYS:

LEVERAGE

- Arts - Incubators - Preserve Bld./FESTIVALS
- History

TRANSFORM

- Solid Waste
- Local Produce
- Streets - Lots
- River
- Watermelons

CONNECT

Rebrson



A STORY OF COMMUNITY CORE

Harrison

CREATING A GREAT PLACE

How.....

Chairman

Seasoned facilitator

Initial Group Advocates

Initial Core

HUB + SPOKE PLANNING STRUCTURE

INVITE COMMUNITY

Transparent Open Input Process

What.....

Initial FOCUS ASSETS

Hobo Art

Morals
Hobbies and Creativity

Econ. Community Development

VIDEO

ROAD TRIPS

BASIC Beginning

Focus Revitalization OF Historic DOWN TOWN

Heart of the Community

- ## PLAN
- Accomplishments...
- MAP-Boundaries Business/Inventory
 - Civic Endorsements Expanded Associations
 - Tree-Recycling Grants
 - Walking Tours
 - Sm. Biz Courses/SCORE
 - 6 BIZ closures + ZOPEN
 - Community Clean-Ups

Where and what happened...

New Orleans INTERNATIONAL LEARNING

CONVERSATIONS

affirmed our path

300 SURVEYS

Interviews Web

LED TO

Fisheries Lake

Broadband Opportunities
38M households

The Single Most Critical Intervention in State's history

2 BIG TRANSFORMATIONS

From ELECTRICITY

TO INTERNET

CHANGING THE WAY PEOPLE THINK

... with success we change dynamics for state in a single generation lead to

county govt. summits
youth compet.

mobile tech
labs
computer for kids

Federal Recovery Grants
to spur action

WEB SITE w/ interactive SEARCH by COUNTY

COUNTY-LEVEL STRATEGIC PLANS

3 GEN MAPS OF internet PROVIDERS

CONNECT AR

Conduct 17 county surveys

DEMONSTRATE RELEVANT APPS

BRING TECHNOLOGY TO ENTIRE STATE

- unaffordable (26%)
- not needed (25%)
- unavailable (37%)

→ COMPARED TO 4% NATION!