CED TODAY: THINKING, ACTING AND DOING DIFFERENTLY

Breakthrough Solutions Conference
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Would you tell me, please, which way I ought to go from here?

That depends a great deal on where you want to get to.
I don't much care where...

Then it doesn’t matter which way you go.

*Alice in Wonderland*, Lewis Carroll
We need...

- New thinking
- New behaving
- New doing
Our Grandparents Built the Economy on Our Assets

• Rich soils
• Waterways
• Crossroads of America

What were our community’s greatest economic assets 100 years ago?
Economic Development

Successful places…

• Touted a cheap place to do business
• Focused on attracting companies
• Fostered a cost-conscious physical environment
• Had a competitive advantage in some resource or skill
• Had government-led economic development
Our Grandchildren Will Inherit an Economy Based on a New Set of Assets

- Talent & Brainpower
- Innovation & Entrepreneurship
- New Narratives
- Quality, Connected Places
- New Ways to Collaborate
Successful places today...

- Are rich in ideas and talent
- Attract educated people
- Provide physical and cultural amenities
- Have organizations and individuals with the ability to learn and adapt
- Embrace bold partnerships among business, government and nonprofit sectors
Successful Communities Are Getting Things Done in Different Ways

They are moving from hierarchies to networks
Hierarchies are limiting
Networks can help get things done
Moving from old to new

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We Build Community by Building Networks

• Communities are built on connections.

• Better connections mean better opportunities.
Collaboration: Our Civic Economy

Civic Economy
- Networks
- Collaboration
- Civic Innovation
The Real Power Is in...

Combining Assets in New and Innovative Ways – Linking and Leveraging
Civic Infrastructure Continuum

Turf
- Mutual Awareness
- Sharing Information
- Sharing Resources
- Co-Execution
- Co-Creation

Trust

TIME
- Acknowledgment
- Exploration
- Cooperation
- Collaboration
- Innovation

You have to walk before you run

Adapted from Collaboration Continuum from ACT for Youth
New thinking: understanding networks
Five Asset Networks

- K-12: Workforce Training, Higher Education, Capacity for Innovation
- New Businesses: Small Businesses, Growing Businesses
- Infrastructure: Broadband, Incubators, Social Capital
- Storytellers: Social Media, Heritage, Folklore
- Partnerships: Strategic Alliances, New Models
- Brainpower: 21 Century Talent
- Innovation: Entrepreneurship, Supports
- Collaboration
- Quality: Connected Places
- New Narratives
New Narratives: Telling Stories:

• Every community has a “narrative” or a story that is being created.
• We need to pay attention to the story we are telling ourselves and the one those outside our community are telling about us.
• We have the power to shape these narratives.
We move in the direction of our conversations.
...Building Networks Strategy...
Balance leadership and direction
Where are we going?

How will we get there?

We are here
Where are we going?

Outcomes
Link, Leverage & Align

What could we do?
What should we do?

What's our 30/30?
What will we do?

How will we get there?
Pathways
Paradigm shift

Grandfather  Grandchildren

Do  Think
Small Successes Add Up

No Single Big Strategy

Many Modest Strategies
Build a strong foundation with a balanced civic portfolio
Questions?
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