

# CEED TODAY: THINKING, ACTING AND DOING DIFFERENTLY

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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?*



# OLD 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



# NEW Economic Development

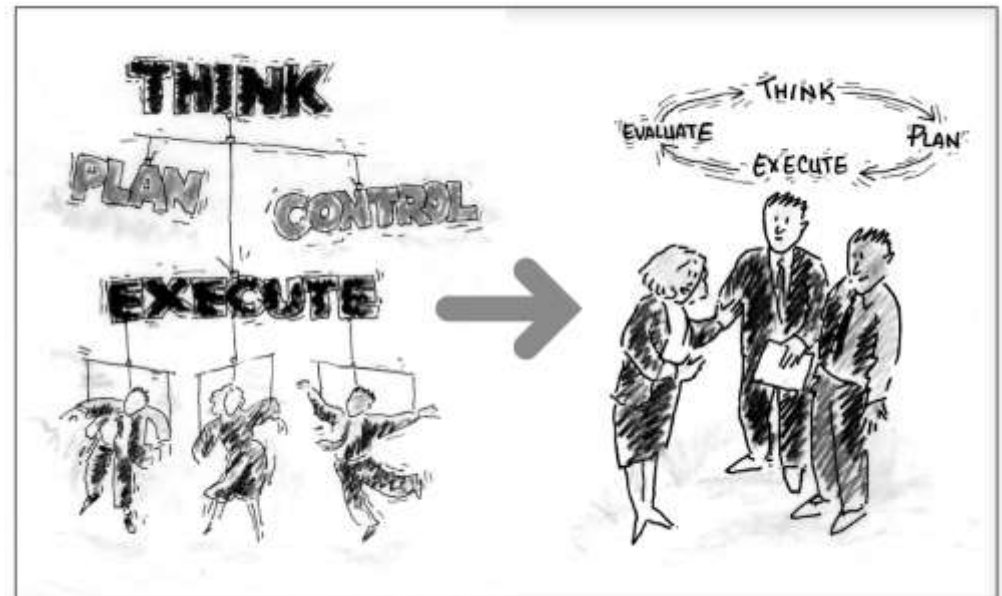
*Successful places today...*

- 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

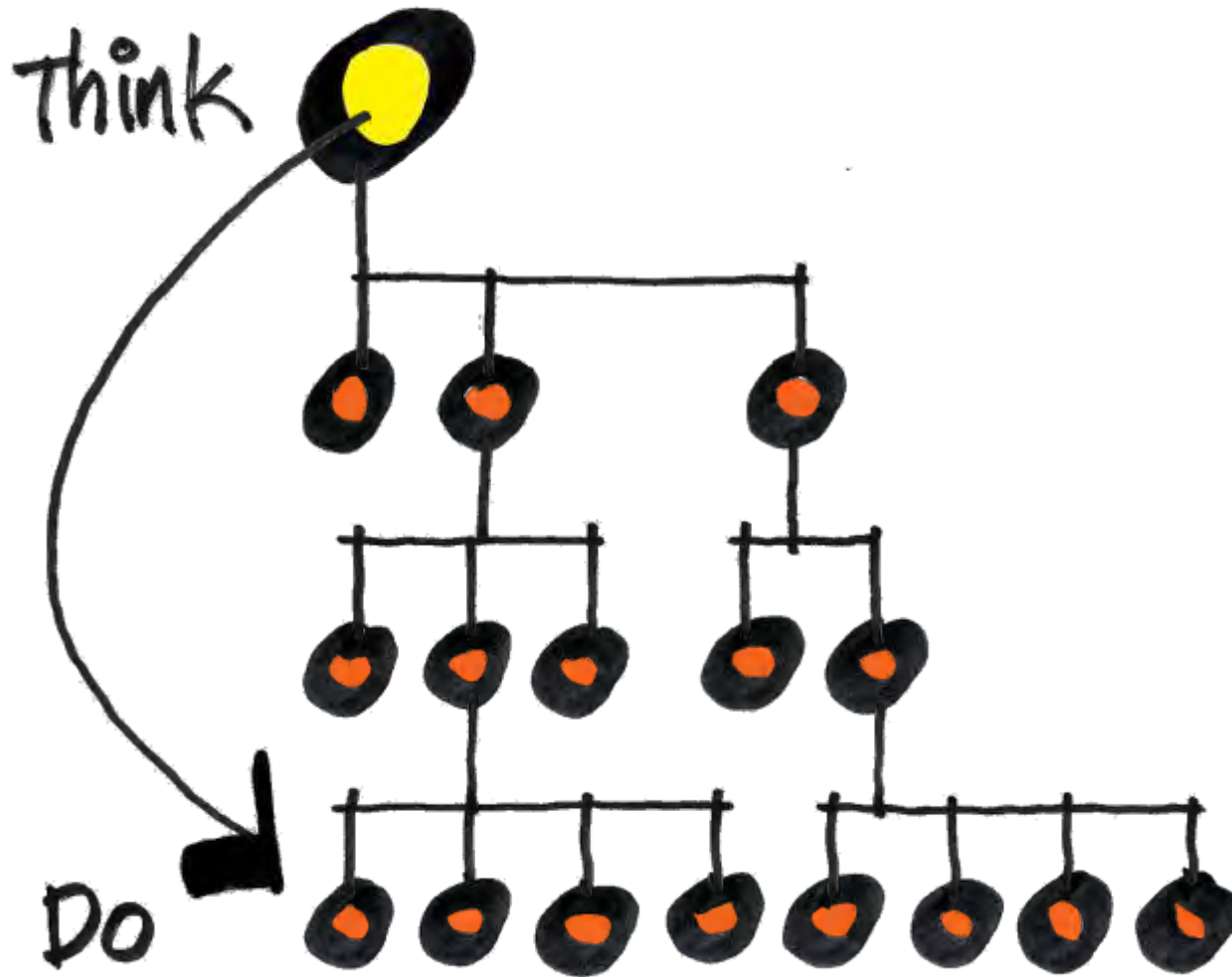


# Successful Communities Are Getting Things Done in Different Ways

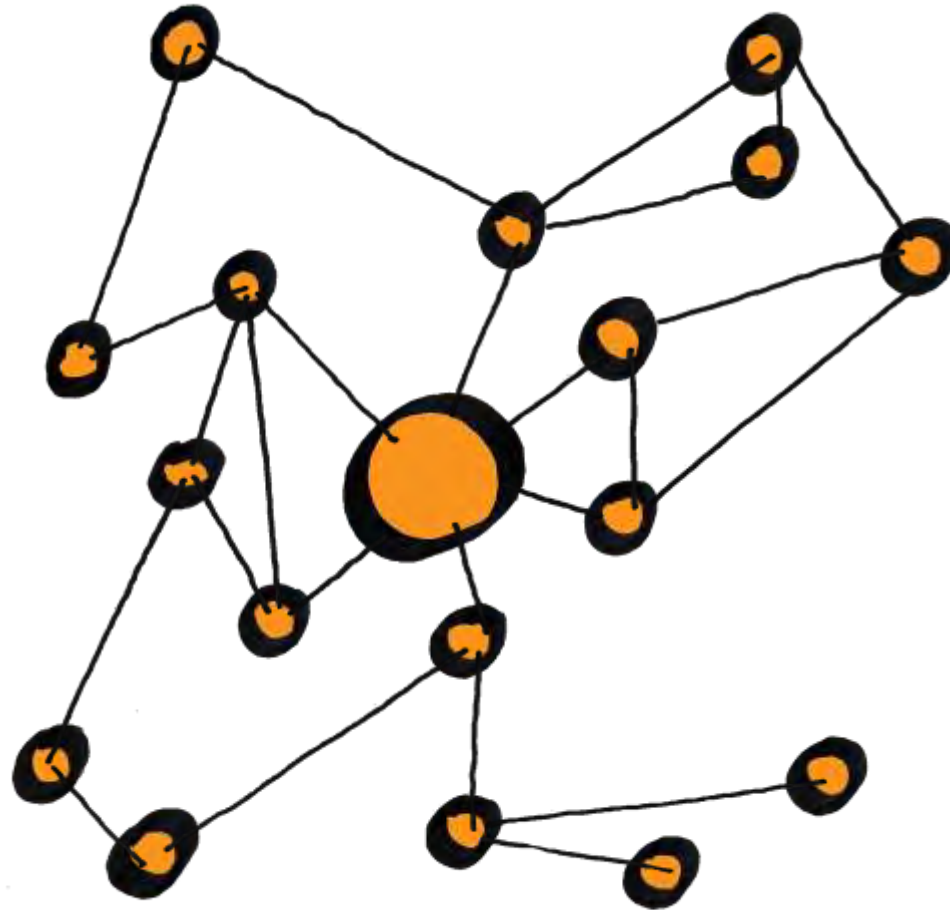
*They are moving from hierarchies to networks*



# Hierarchies are limiting



# Networks can help get things done



# Moving from old to new

	Grandfather	Grandchildren
Thinking	Top	All
Behaving	C&C	Trust
Doing	Bottom	All

# 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

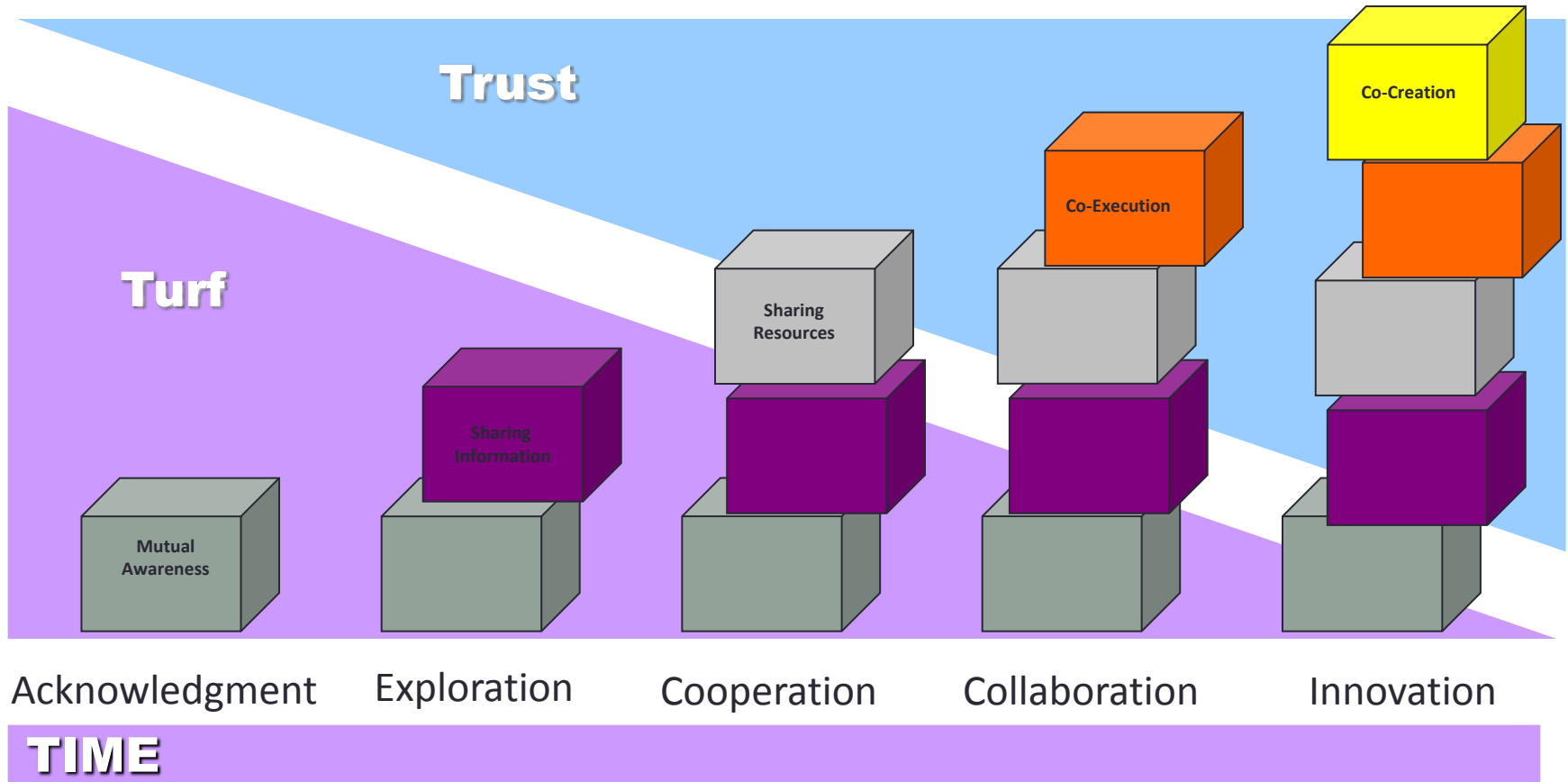
# The Real Power Is in...

*Combining Assets in New and Innovative Ways – Linking and Leveraging*

**The Periodic Table**

Group	1	2	Transitional Elements										3	4	5	6	7	0
Row 1	H															He		
Row 2	Li	Be										B	C	N	O	F	Ne	
Row 3	Na	Mg										Al	Si	P	S	Cl	Ar	
Row 4	K	Ca	Sc	Ti	V	Cr	Mn	Fe	Co	Ni	Cu	Zn	Ga	Ge	As	Se	Br	Kr
Row 5	Rb	Sr	Y	Zr	Nb	Mo	Tc	Ru	Rh	Pd	Au	Hg	Tl	Pb	Bi	Po	At	Xe
Row 6	Cs	Ba	La	Ce	Pr	Nd	Pm	Sm	Eu	Gd	Tb	Dy	Ho	Er	Tm	Yb	Lu	Rn
Row 7	Fr	Ra	Ac	Th	Pa	U	Np	Pu	American	Lawrencium	Ununseptium	Ununoctium	Uut	Uuq	Uup	Uuq	Uup	Uuo

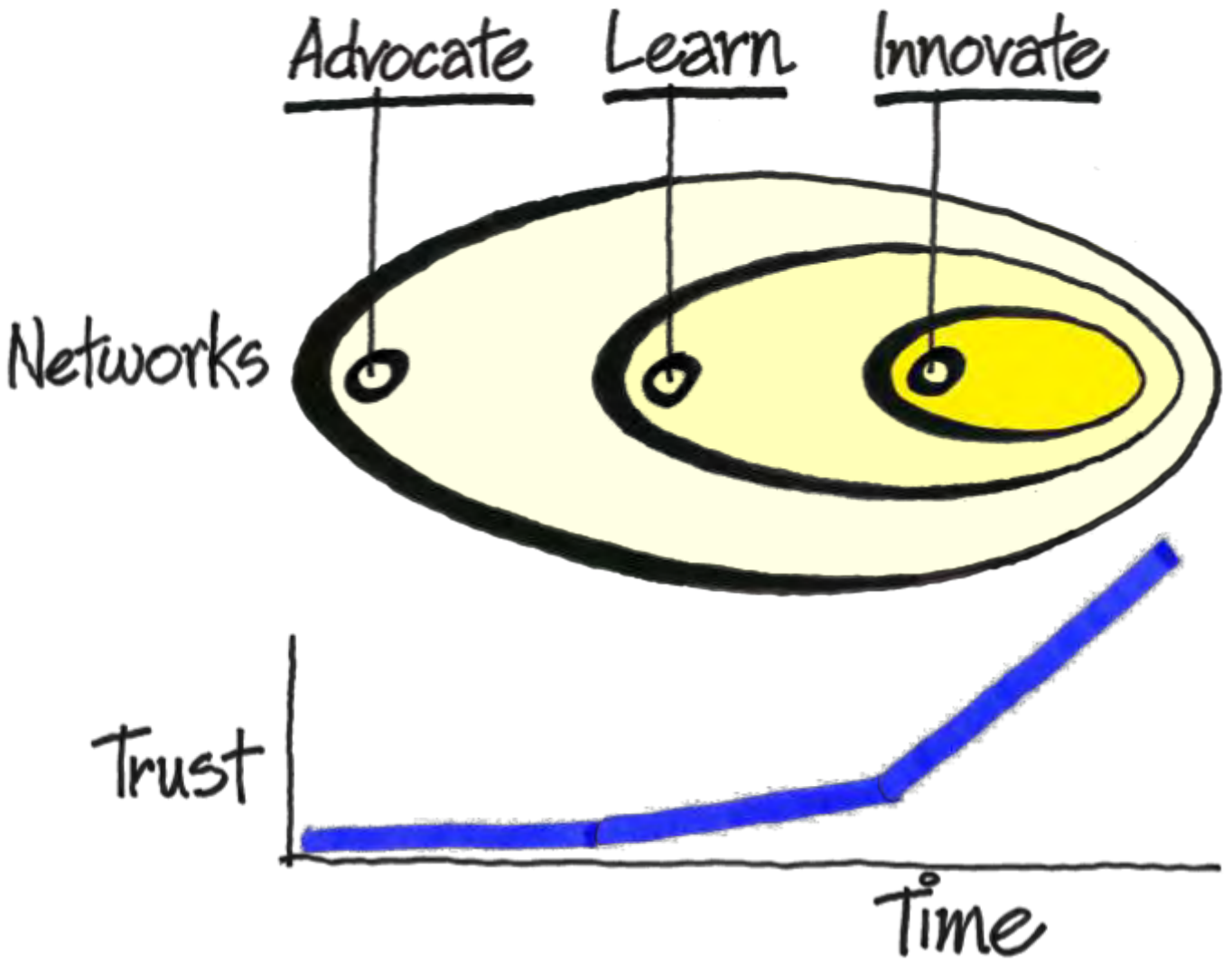
# Civic Infrastructure Continuum



*You have to walk before you run*



# New thinking: understanding networks

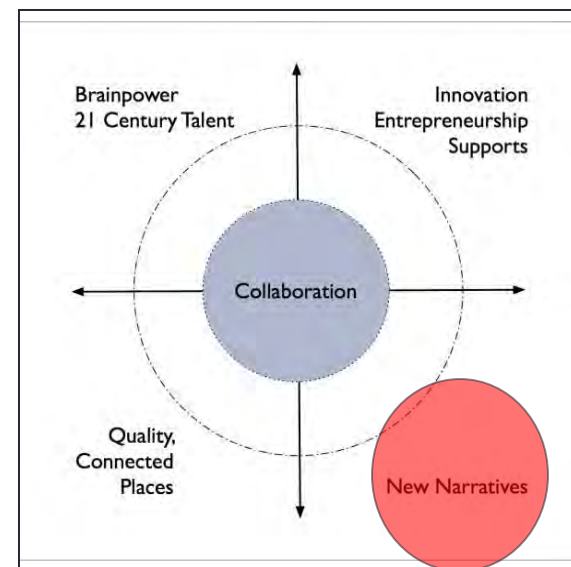


# Five Asset Networks

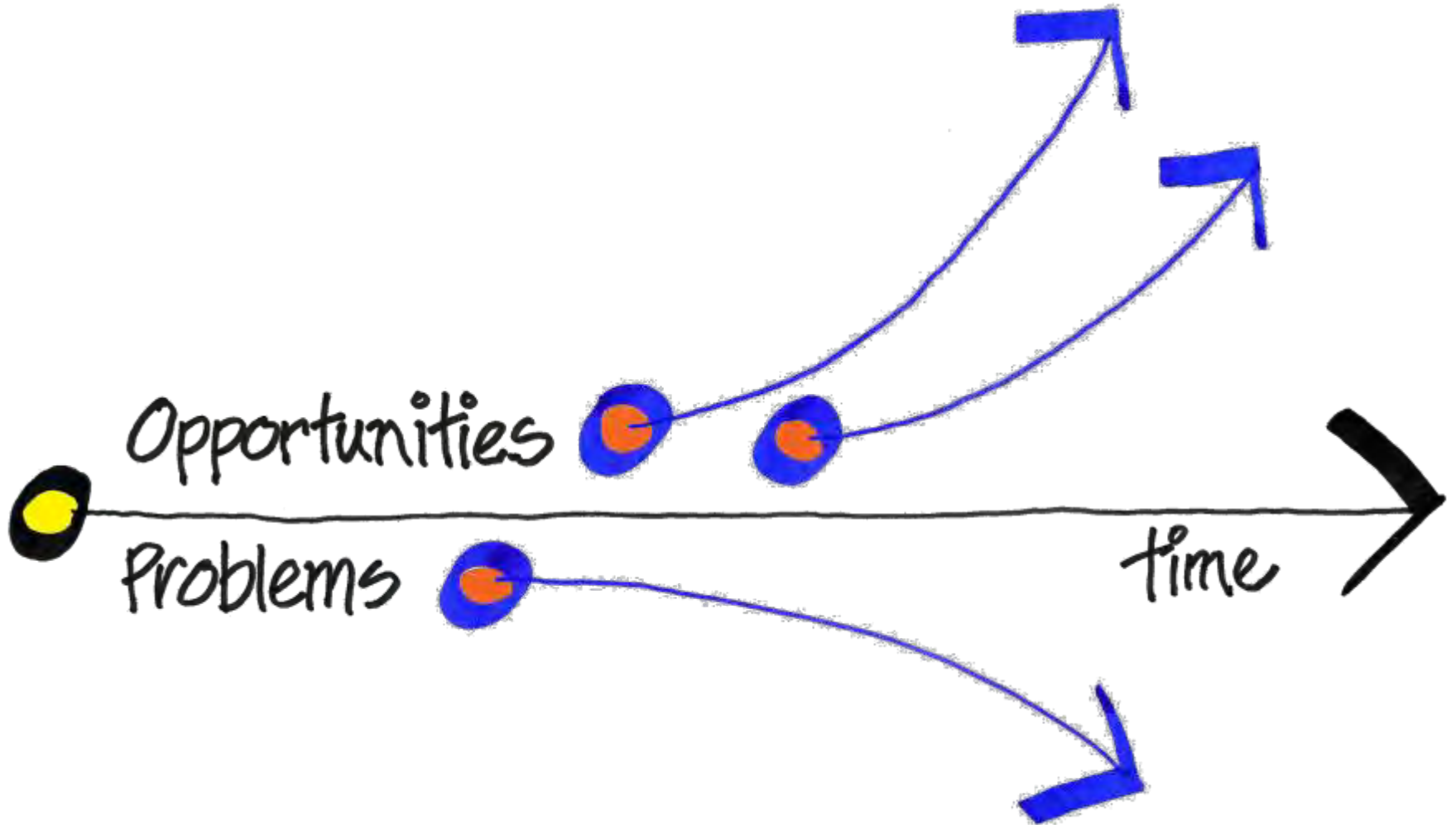


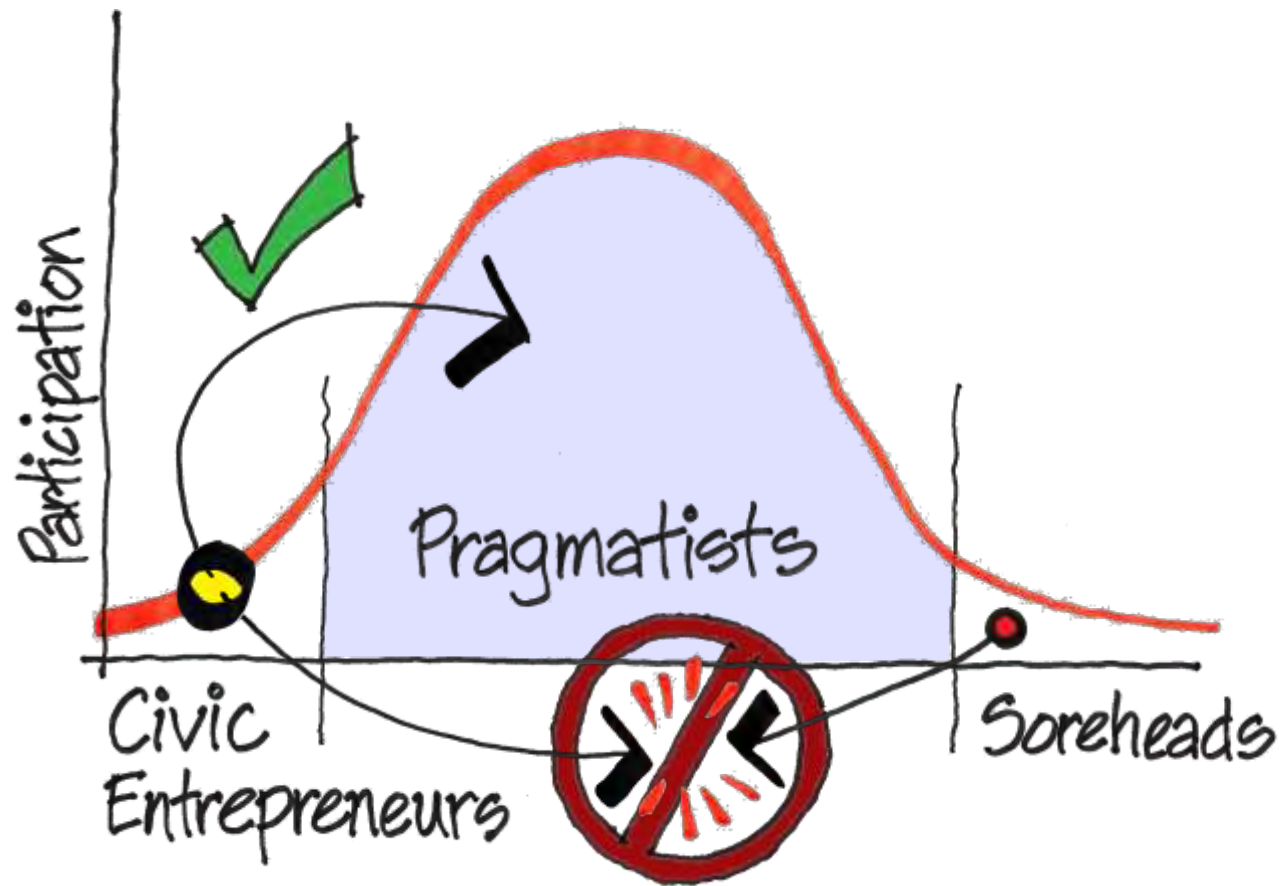
# New Narratives: Telling Stories:

- 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.



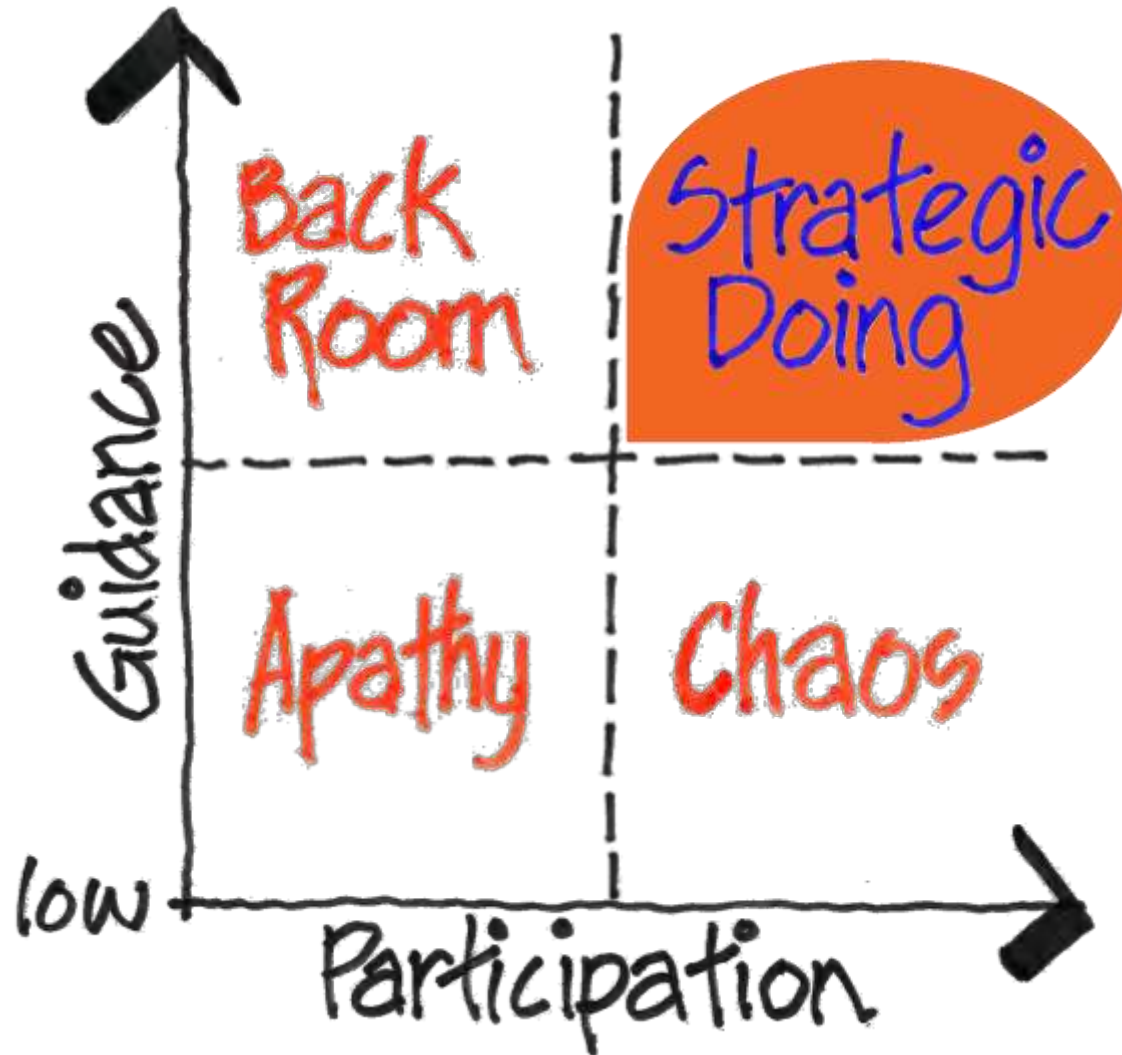
We move in the direction of our conversations





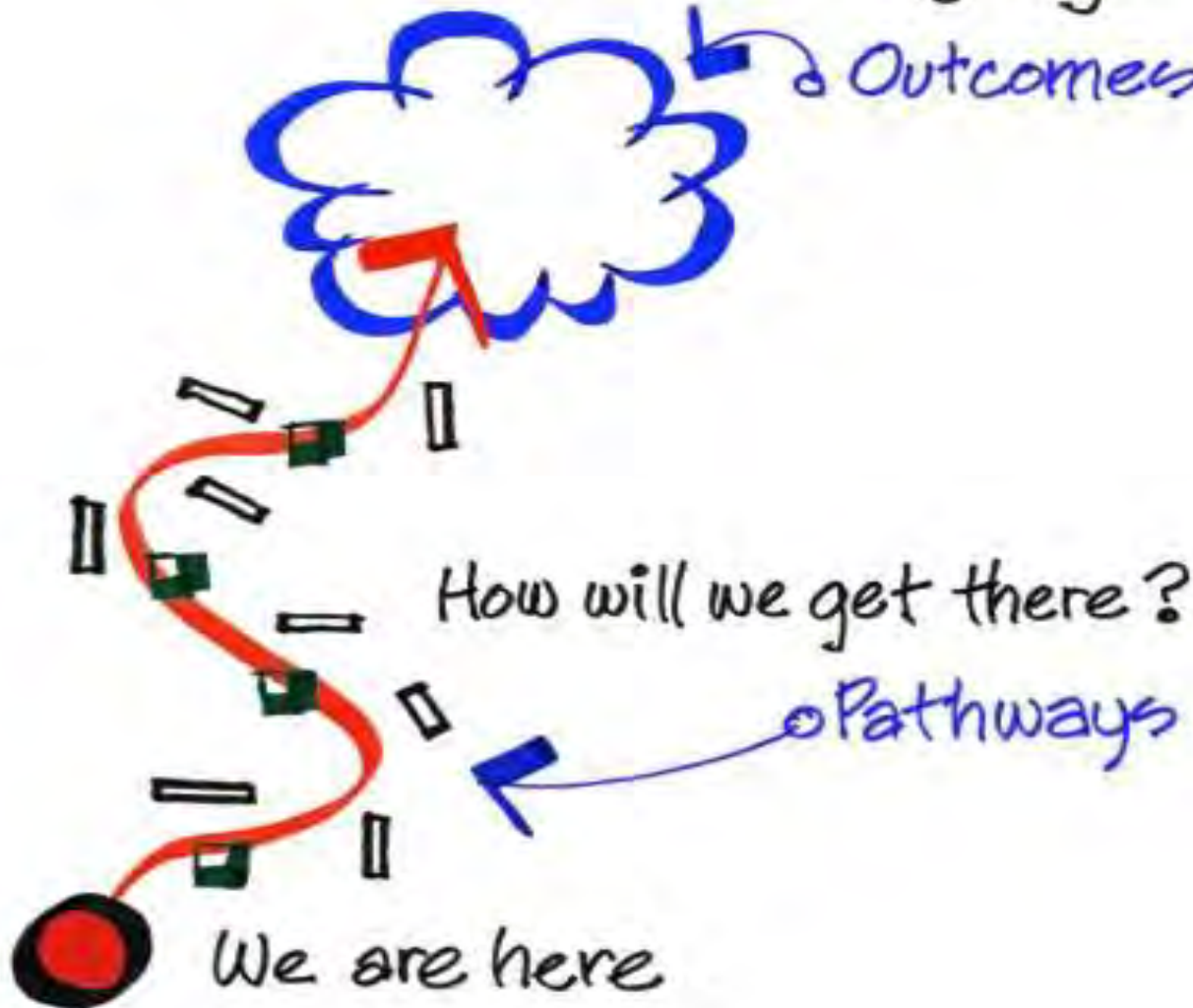
... Building Networks Strategy ...

# Balance leadership and direction



Where are we going?

Outcomes



How will we get there?

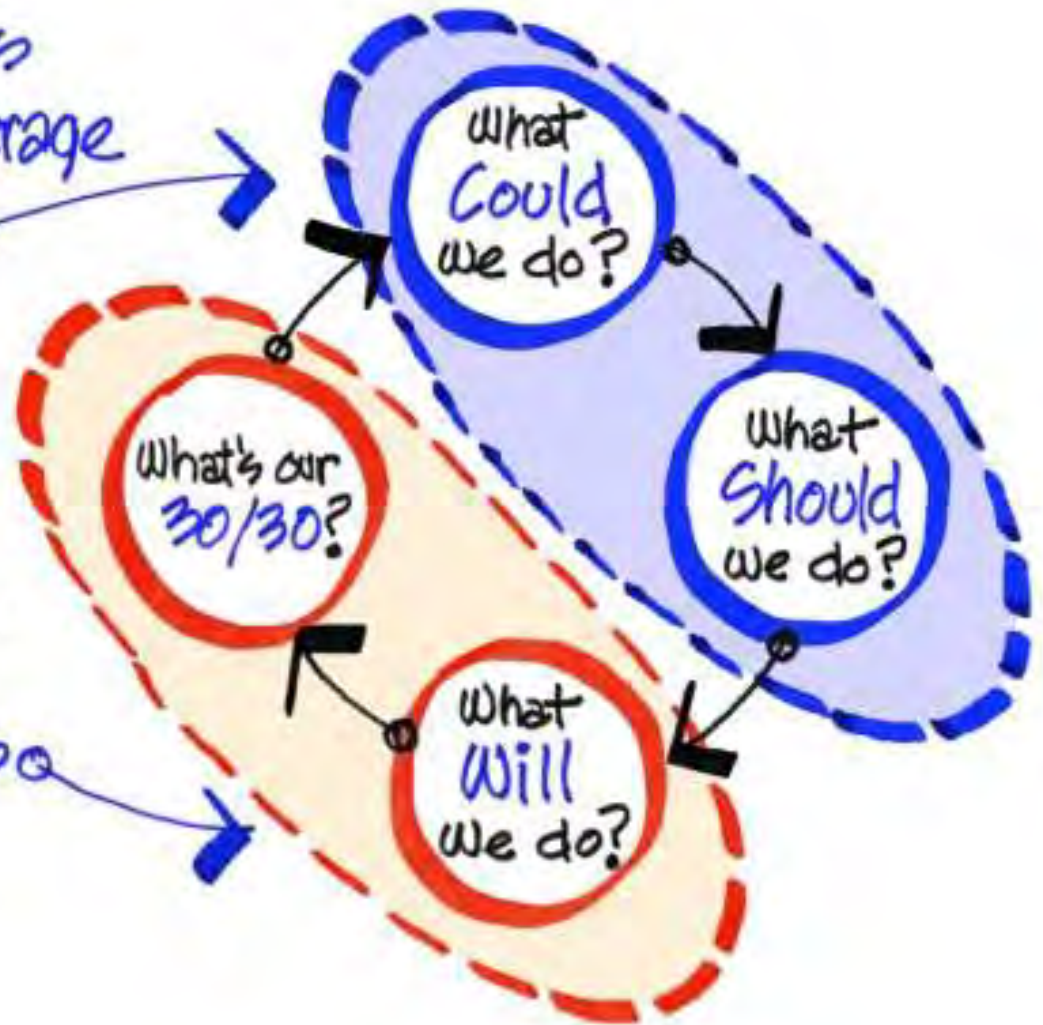
Pathways

We are here



Where are we going?

Outcomes  
Link, Leverage  
& Align

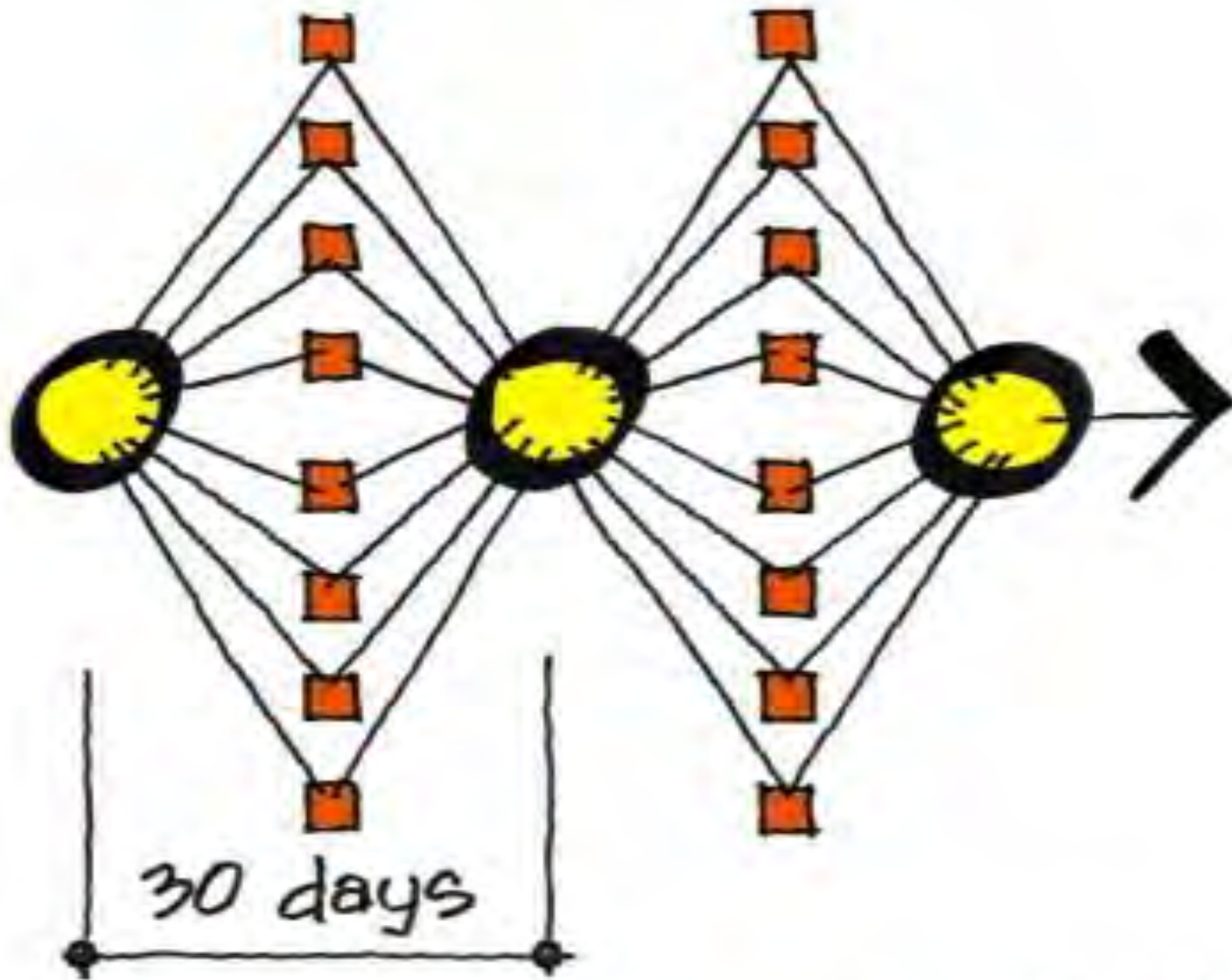


How will we get there?

Pathways



# SIMPLE, BUT NOT EASY



# Paradigm shift



# Small Successes Add Up

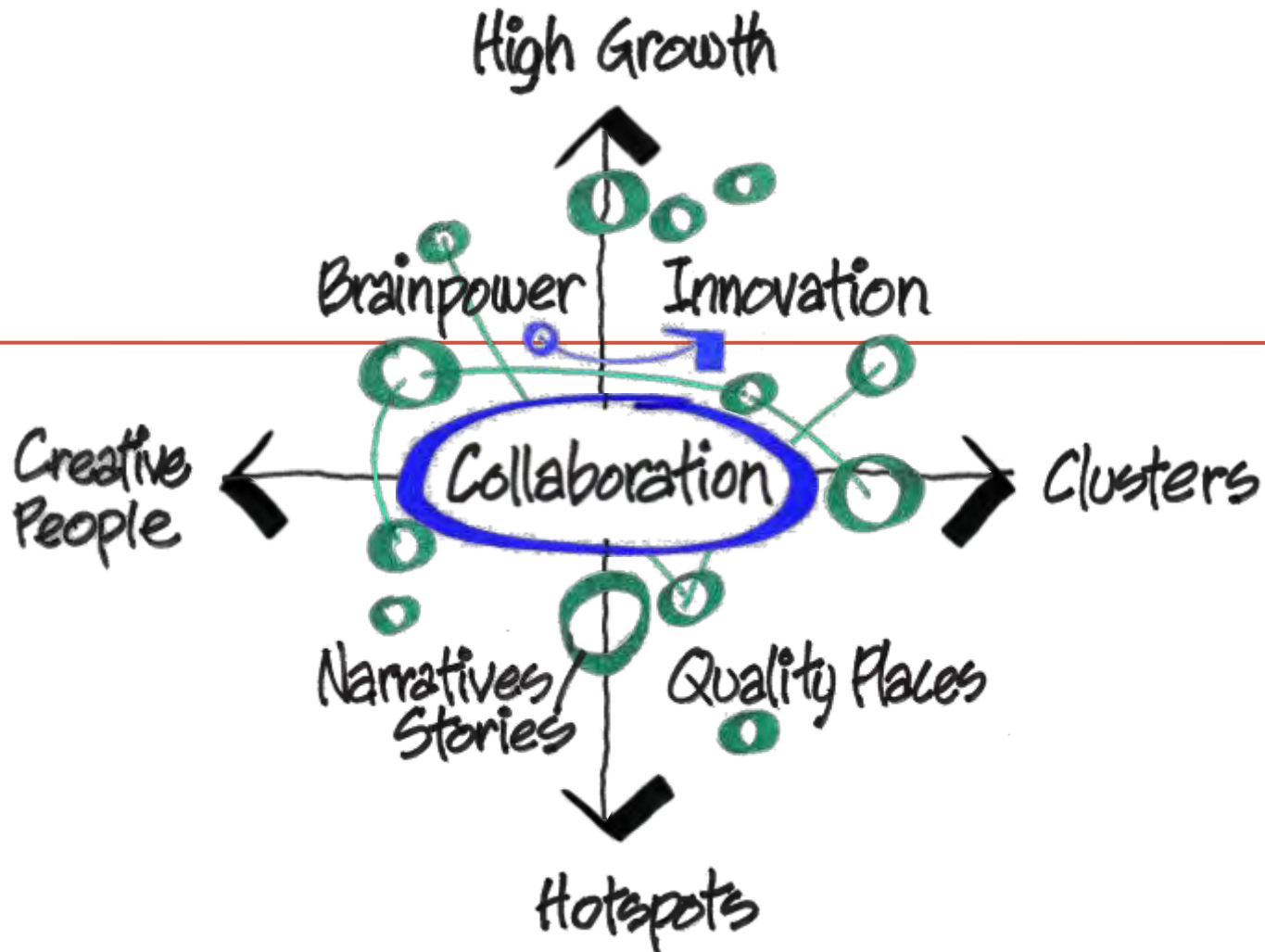
**No Single Big Strategy**



**Many Modest Strategies**



# Build a strong foundation with a balanced civic portfolio



*Questions?*



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