

Building Your Community's Future Through Fresh Thinking and Bold Action

**Presentation to the
2015 Breakthrough Solutions Conference**

**North Little Rock, *Arkansas*
*June 4, 2015***

**Dr. Mark Peterson, Professor – Community
and Economic Development**

University of Arkansas Cooperative Extension Service

Good morning

Great to see you all here

Good morning
Great to see you all here
Elected Officials

Politics is almost as exciting as war, and quite as dangerous. In war you can only be killed once, but in politics many times.



Winston Churchill

Three Characteristics of a Great Conference



Agenda for This Workshop

- * Intro to Breakthrough Solutions
- * Identifying and leveraging assets
- * Seven key questions that relate to the future of your community
- * The big picture

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Breakthrough Solutions

***Building Vibrant, Sustainable
Communities and Regions in a
Rapidly Changing World***

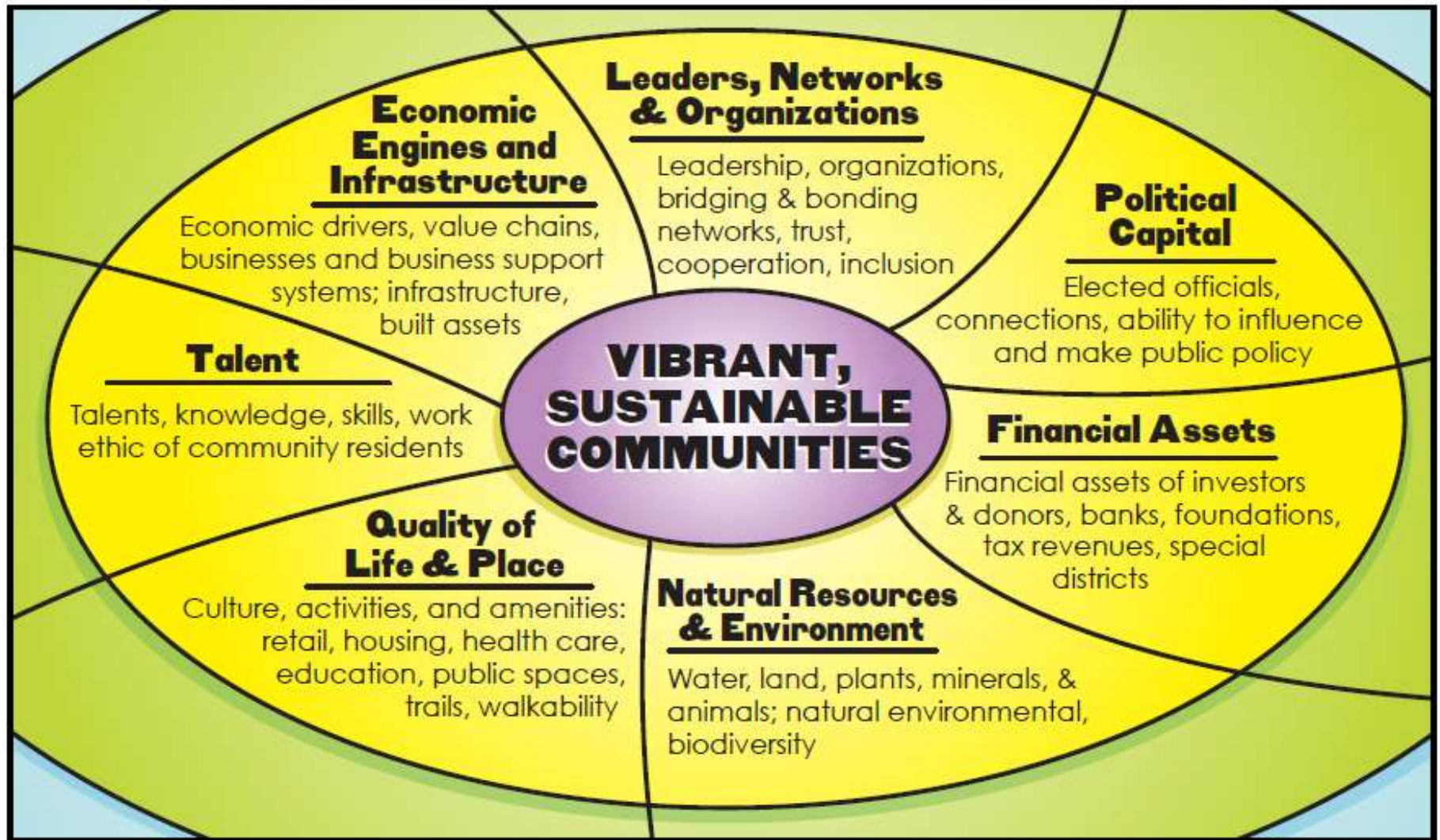
Results

Vision

Assets

Strengths and Assets Map

Wealth in Your Community





Walled City of London Ferry

Stroll around Slieve League

Fermanagh Lakos

Key All Poterish Golf Club

Armagh Planetarium

St Patrick's Centre

Explore the Mountains of Mourne

Christ Church Cathedral, Dublin

Lough Rynn Castle

Enjoy the music in Galway

Glendalough

The Burren

Marvel at the views from the Cliffs of Moher

Rock of Cashel

Waterford Crystal

Relive a medieval banquet at Bunratty

Relax on Bannure Beach

Explore the Lakes of Killarney

Browse Cork's English Market

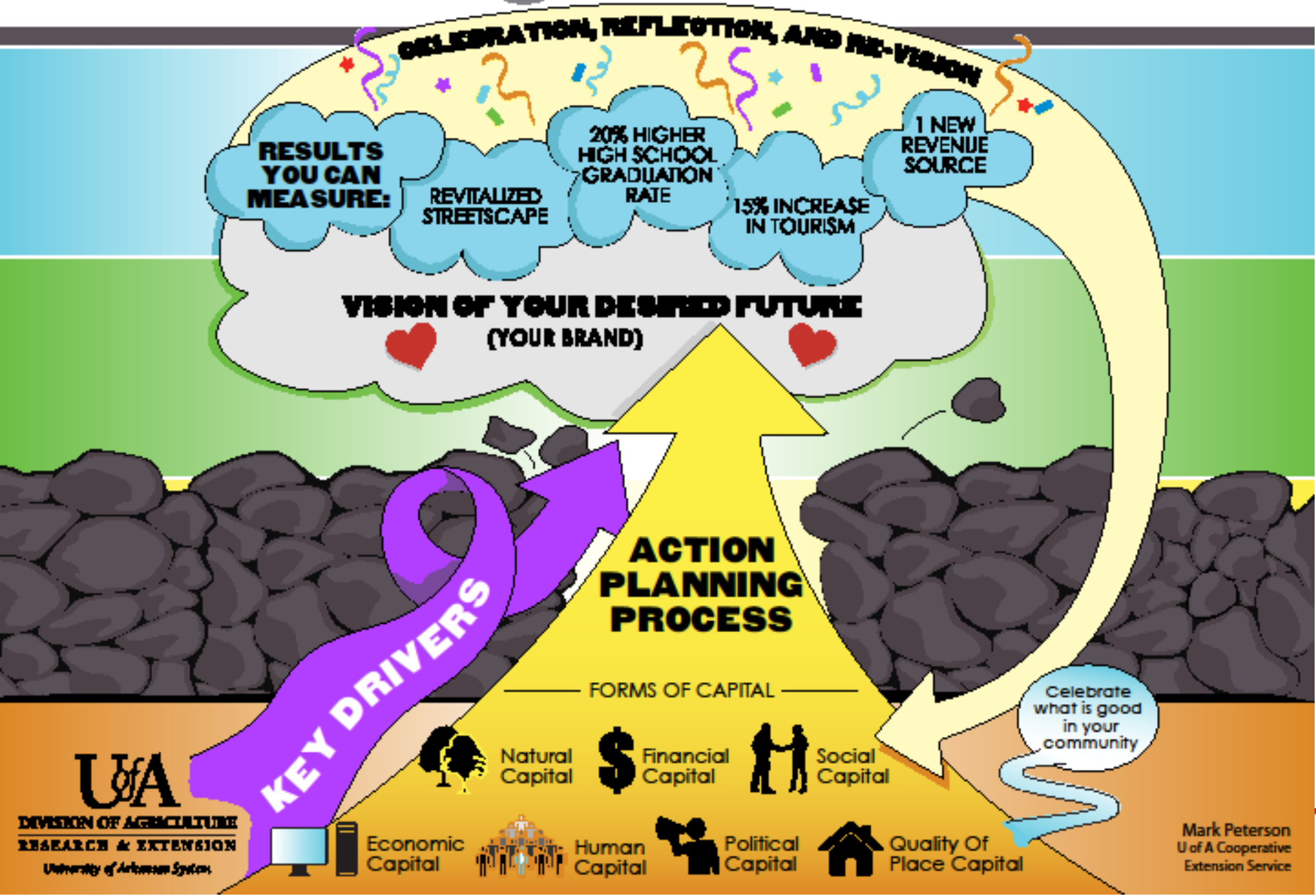
Sample the cream of the country

BELFAST

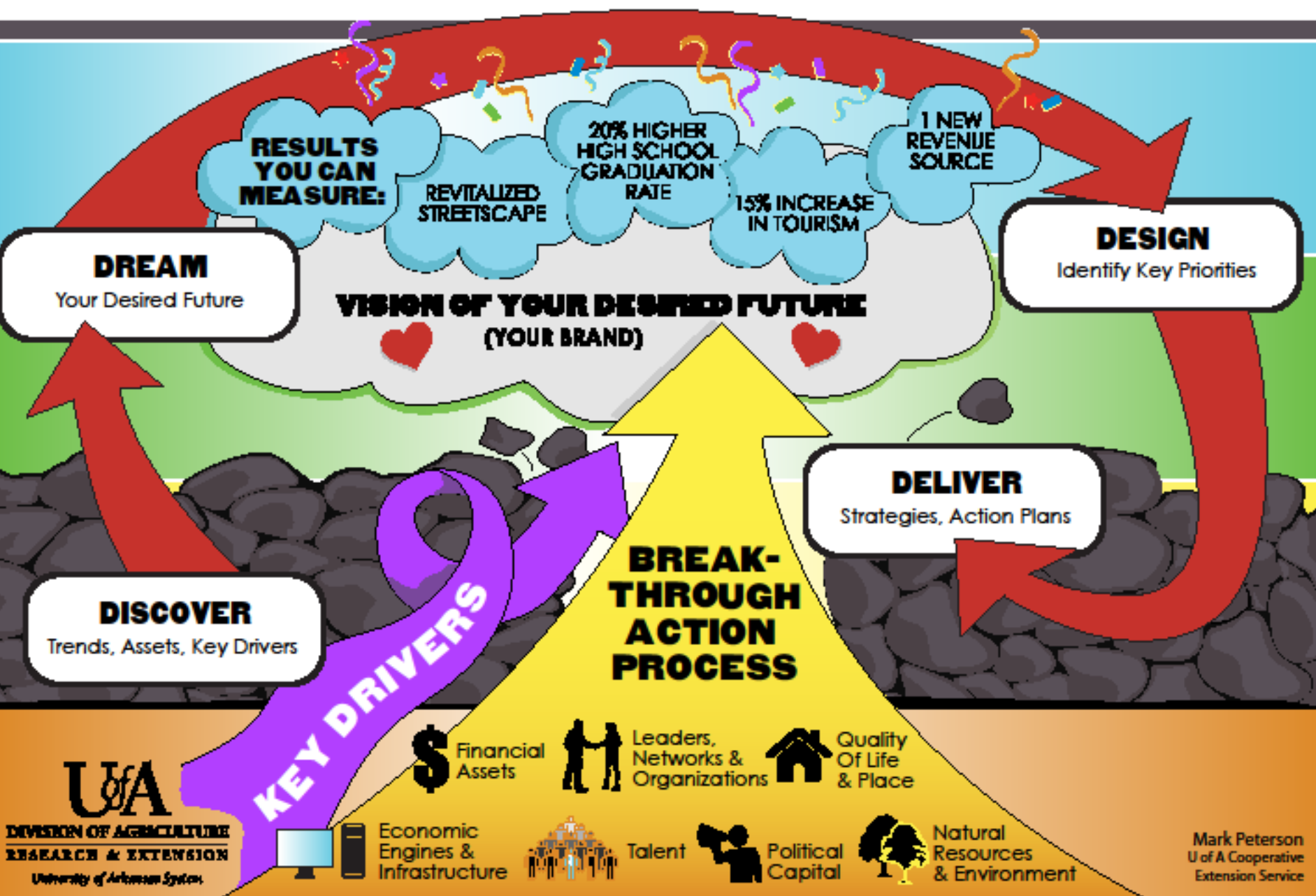
CORK



Breakthrough Solutions Model



Breakthrough Solutions Model 2.0



What is the most important asset in your community?

- 1) Natural Resources
- 2) Economic Base
- 3) Infrastructure
- 4) The People
- 5) Quality of Place
- 6) Educational
Resources

Describe Your Experience in CED

- 1) Exciting, fun, energizing
- 2) Good experience, but you take some hits
- 3) Hard work – same ten people get worn out
- 4) I would quit if I could find someone else to do the work

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**EXERCISE: Strategies to
move from 4) to 1)**

An Interview with Alice Walton: Crystal Bridges An Expression of Love

by [Jan Cottingham](#) on Monday, Mar. 31, 2014 12:00 am



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CRYSTAL BRIDGES TO WELCOME ITS ONE-
MILLIONTH VISITOR

Posted August 12th, 2013

Key Question #1: Is the economic base of your community and region on solid ground?

(growing, diverse, best practices, technology, home grown, add value, forward thinking, reinvention)

Very Well

OK

Not so Good

Park City, Utah (pop. 7,558)



Photo courtesy of the Park City Chamber of Commerce & Visitors Bureau

How could a community that was nearly a ghost town in the 1950s become a vibrant tourist mecca that now attracts over 3 million visitors each year?

**Key Question #2: Do your
community leaders have a shared
vision of the future of your
community in the global
economy? (is there alignment)**

Very Well

OK

Not so Good

Communication

a) Mechanisms – Little Rock River Market



Communication

b) Need to be effective communicators



Communication

b) Need to be effective
communicators

**A woman without her man is
nothing.**

Communication

b) Need to be effective
communicators

**A woman without her man is
nothing.**

**A woman - without her man is
nothing.**



Singapore - 1974



Singapore - 2004



Shanghai - 1987



Shanghai - 2013



Some Key Drivers of Change

- 1) Technology / Knowledge Economy
- 2) Globalization
- 3) Regionalization

The Global Innovation Network for the 787

Partners Across The Globe Are Bringing The 787 Together

787 DREAMLINER

THE COMPANIES

U.S.

- Boeing
- Spirit
- Vought
- GE
- Goodrich

CANADA

- Boeing
- Messier-Dowty

AUSTRALIA

- Boeing

JAPAN

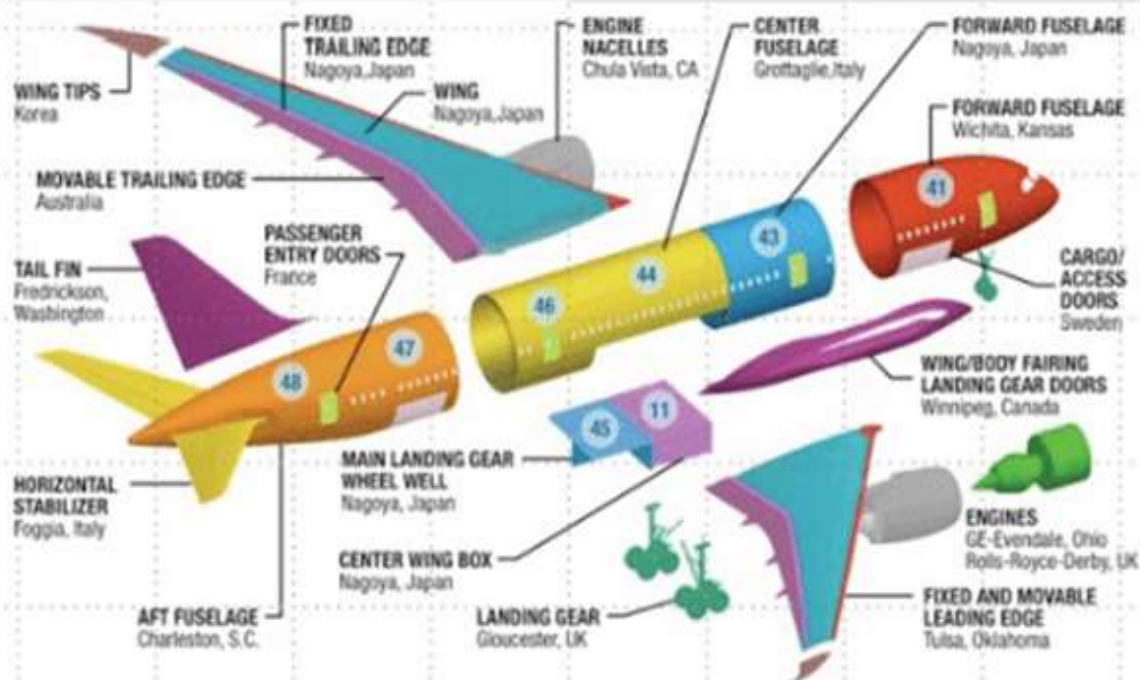
- Kawasaki
- Mitsubishi
- Fuji

KOREA

- KAL-ASD

EUROPE

- Messier-Dowty
- Rolls-Royce
- Latecoere
- Aleria
- Saab



Some Key Drivers of Change

- 1) Technology / Knowledge Economy
- 2) Globalization
- 3) Regionalization
- 4) Localization – local foods, art, music, festivals, culture
- 5) Quality of Place – vibrancy, amenities, activities, walkability

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- 5) Quality of Place – vibrancy, amenities, activities, walkability
- 6) Demographics – boomers, millennials,
- 7) Sustainability – green & long term

Key Question #3: Is your community perceived by people outside of your community as having a high quality of life and place?

Very Well

OK

Not so Good

**Key Question #3: Is your community
perceived by people outside of
your community as having a high
quality of life and place?
(Your Brand)**

Very Well

OK

Not so Good

THE MAINLAND UNITED STATES OF AMERICA

ACCORDING TO COMMON SENSE, 2011

made by alphadesigner.com





This is a bus stop in Montreal

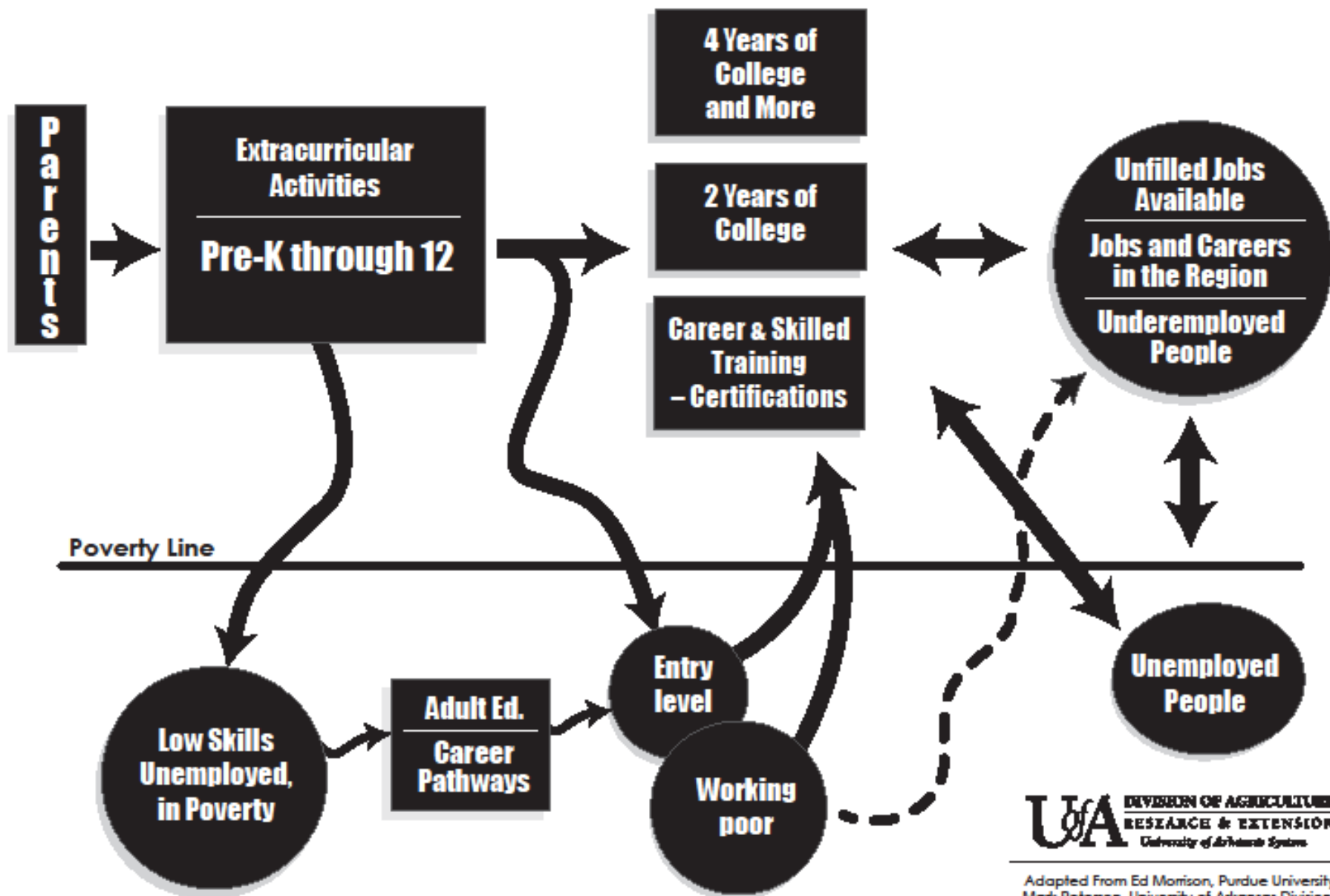
Key Question #4: Does your community/region have a pipeline of workers (a system) equipped with the hard and soft skills needed by your economic base?

Very Well

OK

Not so Good

Education and Workforce Pipeline



Highest Paid Public Employee



Key Question #5: Does your community/region have a pipeline of entrepreneurs (a system) who can and do start businesses?

Very Well

OK

Not so Good

Key Question #6: Does your community/region have a pipeline of leaders (a system) who have the knowledge and skills to be leaders?

Very Well

OK

Not so Good

**Key Question #7: Does your
community/region have financial
mechanisms to support
community and economic
development over the long haul?**

Very Well

OK

Not so Good

**Maintain your equilibrium
(and momentum!)**



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Expresso
Coffee & Pastries

**Reflect on your potential to
make a difference!**



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**Remember the importance of
balance and teamwork**



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Challenge yourself!



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Avoid distractions that cut
into your success!



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