



# Your Piece of the Big Picture

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# Purpose

To better understand what's driving the New Economy (Big Picture), so you can figure out how your community fits in.

To discuss the strategy of focus versus trying to be everything to everyone.

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# Outline

- What New Economy?
- Big Picture
- Bringing it Home
- Focus

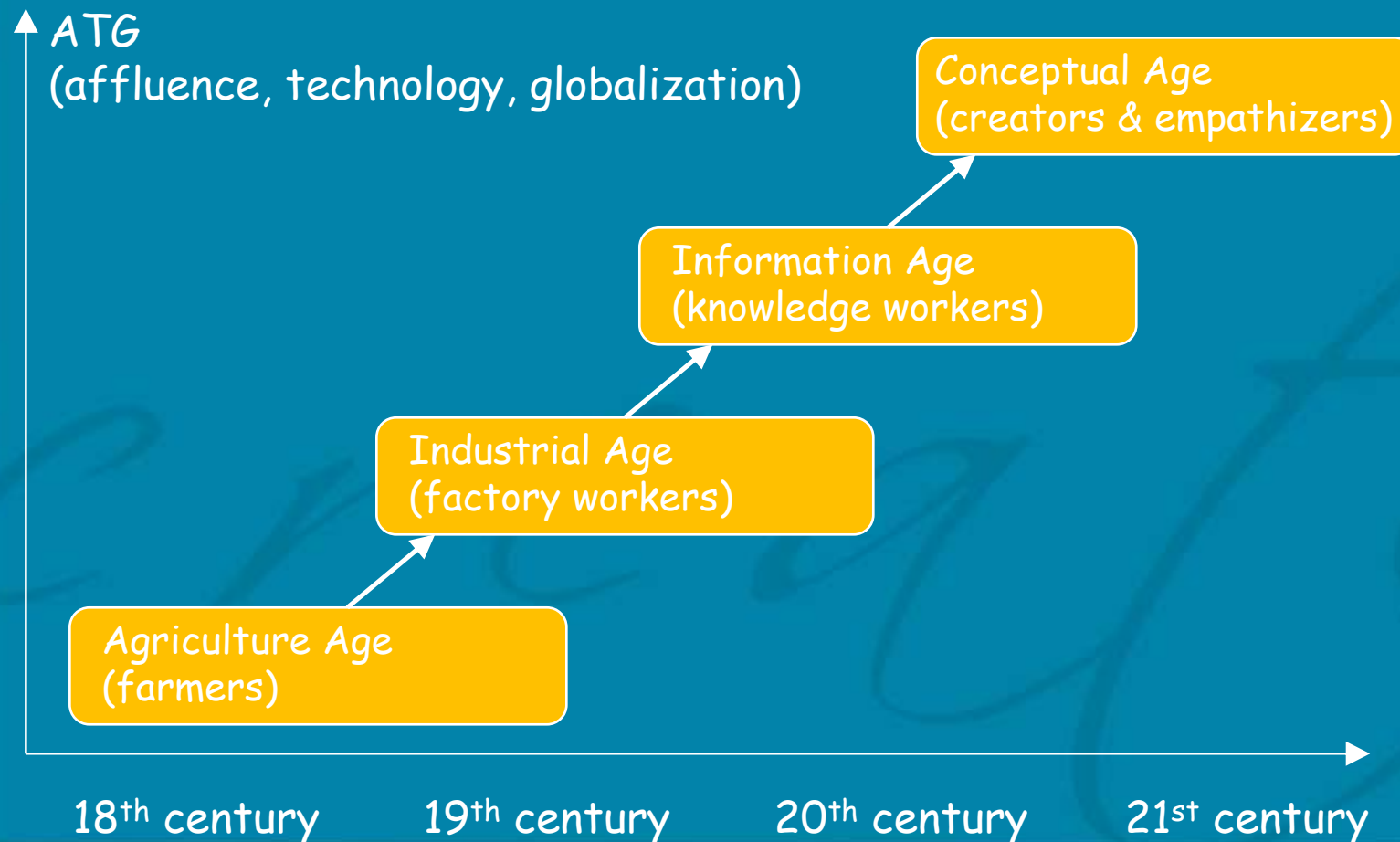


# What New Economy?

# Disruptive Age

- *Re-imagine!* by Tom Peters (2003)
- Change, Change, Change
- Old rules? Going...going...gone
- An age where all value flows from creativity and initiative
- It may someday be said that the 21<sup>st</sup> Century began Sept. 11, 2001

# Conceptual Timeline





# Big Picture

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# Context We Live In

- Technology = what can be automated will be automated
- Globalization = global workforce & we are the most expensive labor in the world
- Conceptual Age = value derived from know-how, intellectual capital
- Work = people will do jobs machines cannot do: create & design (or service those that do)

## Context We Live In - 2

- Service = economy is more about the outcome than the thing: disinfection rather than chlorine
- People = average age going up worldwide
- Abundance = people are searching for more meaning in life
- Change = opportunity ...
- Others?



# Bringing it Home

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# Your Situation

- Population going up or down?
- Average age going up?
- Jobs growing?
- Creative jobs?
- Is there an obvious issue or opportunity?
- What are your assets?

# Success

- Definition of Success
- Desired Outcome
- Stakeholders = individuals or groups who can support, block or influence effort
- Where do you want to go?
- What is your community passionate about?



Focus



# Open - Narrow - Close

- Agreement Process
- Open = Universe of Possibilities (Scan)
- Narrow = Organize/Group (Focus)
- Close = Making the Decision (Act)

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# Open

- BIG brainstorm – don't leave any possibility out
- Look out at a bigger region for ideas
- Look in other parts of the world
- Think BIG = what about space mining

# Narrow

- Sort and organize all your ideas
- Gather lots of input on Pros & Cons
- Make many people part of the discussion
- Don't rush to decision, stay in narrow until everyone has had their say

# Close

- Gather all stakeholders
- Decide on you community's best strategy
- Focus in on your unique “value proposition” = what makes you special
- Communicate your strategy & brand your community around it

# Questions

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