

# **Comments and Questions Shared During the International Economic Development Council Strategic Planning Course Session**

## **Introduction to Economic Development Strategic Planning**

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The following are comments and input provided during the session along with additional resources.

### **Q: What is Economic Development to you?**

From IEDC Course: “Strategic planning provides a living vehicle for community leaders to think strategically, to make sound decisions in a sea of game-changing circumstances, to focus efforts & to develop consensus for collaboratively solving problems.”

Additional input from participants:

- Strategic plans and execution to brings jobs and wealth to a community.
- Supporting business and industry, community vitality, planning for the future, creating partnerships, and the overall growth and development of our towns, cities, and counties.
- Economic Development is working with your community to make it a great place to live for everyone who lives there.
- The 3 P's: Programs, policies, and partnerships that work to improve the economic well-being and quality of life for a community.

### **Q: Are there specific resources that you recommend for keeping up with emerging practices?**

I track the following resources via newsletters and social media. That are not specific to economic development strategic planning but provide insights on emerging economic, industry, and workforce trends. Some have paid subscription components but all offer free newsletters, whitepapers, and regular posts.

- **CB Insights:** [www.cbinsights.com](http://www.cbinsights.com) - Data and insights on emerging tech trend and companies – paid subscription but also free newsletter and white papers
- **Shaping Tomorrow:** <https://www.shapingtomorrow.com/home> - Paid subscription but also free tools and insight and newsletter
- **Singularity University:** <https://su.org/> - Singularity University is a global learning and innovation community using exponential technologies to tackle the world’s biggest challenges and build a better future for all. Our collaborative platform empowers individuals and organizations across the globe to learn, connect, and innovate breakthrough solutions using accelerating technologies like artificial intelligence, robotics, and digital biology.
- **The Millennium Project:** [www.millennium-project.org/](http://www.millennium-project.org/) - The Millennium Project is a global participatory think tank established in 1996 under the American Council for the United Nations University that became independent in 2009. Its mission is to improve thinking about the future

and make that thinking available through a variety of media for feedback to accumulate wisdom about the future for better decisions today.

- **World Economic Forum:** [www.weforum.org/](http://www.weforum.org/) - The World Economic Forum is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas. In doing so they provide information on critical issues shaping the future.
- **Govlaunch:** <https://govlaunch.com/> - The free wiki for local government innovation to find the tools, inspiration, and resources you need to build a smarter government.
- **Thinknum:** [www.thinknum.com/](http://www.thinknum.com/) - Provides data and insights using non-traditional data sources and techniques to identify and measure emerging trends.
- **Google Think:** [www.thinkwithgoogle.com/](http://www.thinkwithgoogle.com/) - Provides data and insights into emerging consumer trends as well as resources for market analyses.
- **Google Trends:** <https://trends.google.com/trends/?geo=US> - Provides data and insights into what is being searched via the web, useful for understanding emerging topics and issues as well as market research.
- **WIRED:** [www.wired.com/](http://www.wired.com/) - Publication and related media reporting on latest and emerging tech trends
- **TechCrunch:** <https://techcrunch.com/> - Media reporting on latest and emerging start-up and tech trends
- **McKinsey:** [www.mckinsey.com/](http://www.mckinsey.com/) - Analytics and consulting firm that help organizations across the private, public, and social sectors create change. Provide reports, newsletters, and briefs for trend and issue identification and understanding.
- **Deloitte:** [www2.deloitte.com/us/en.html](http://www2.deloitte.com/us/en.html) - Analytics and consulting firm that provides insights and expertise across multiple service lines and content areas. Provide reports, newsletters, and briefs for trend and issue identification and understanding.

## Q: What concerns you?

Participants were asked to share what concerns you reading conducting a strategic plan? The following were responses:

- Resources - financial and staffing
- The implementation part - how to keep it front and center and being worked on.
- Buy in and cooperation from all entities involved.
- Thinking in the big picture enough, while being able to shift.
- Working in rural communities, how to best engage stakeholders and have feedback from them?
- Cooperation and follow through.
- Organizational capacity - managing time to undertake the process as well as maintaining all other functions.
- Implementation and keeping the focus on the issues/plan
- The price point seems to be growing-how can we best determine the fee for service?
- Buy in from leadership
- No real concerns - you'll never get everyone on the same page, but honest & sincere public input is needed and transparency is a must!
- What concerns me the most is not having the capacity/staffing to conduct the planning process.

- The common barriers, specifically lack of a shared vision. That seems like it could be the most common barrier. Pushback is inevitable.
- Response rate of surveys/community buy in
- In a small community; how to best engage community members and stakeholders.
- Implementation of plans and keeping momentum after the plan is completed and adopted
- Resources and unknown economic factors which may completely affect your vision/plan.
- Small Rural Community - How can we get the buy in?
- Succession plan is important when implementing a strategic plan
- Getting involvement from underserved community.
- The biggest concern is that the plan isn't a silo, it includes community priorities, i.e., development creates gentrification so, our plan should address that.
- Community organizations buying in- many other organizations are doing their own plans and it just seems like it's so much redundancy
- Alignment of overall goals with all participating parties
- Lack of community consensus about what you are in reality versus who you would like to become
- Unreal expectations by officials and public
- Consensus for community-wide strategic plan and not just a plan for our organization.
- How do you handle/share out times that metrics aren't met, especially as you plan for the next round of surveys?
- How can we do our economic development strategic plan as EVERYTHING is changing?
- What is too much/little, prioritizing specific groups of stakeholder/partners, etc. It's overwhelming.
- Getting local and State engagement. Many times, the communities are spread thin.

## **Contact:**

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## **Additional Resources:**

Camoin Strategic Planning Resources Page:  
<https://info.camoinassociates.com/strategicplanningresources>

Economic Development Navigator: [www.camoinassociates.com/navigator](http://www.camoinassociates.com/navigator)

