

Get Ready: 5 trends that will change your community, and how to adapt

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For American Planning Association

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wiseeconomy.com

Who Dis?

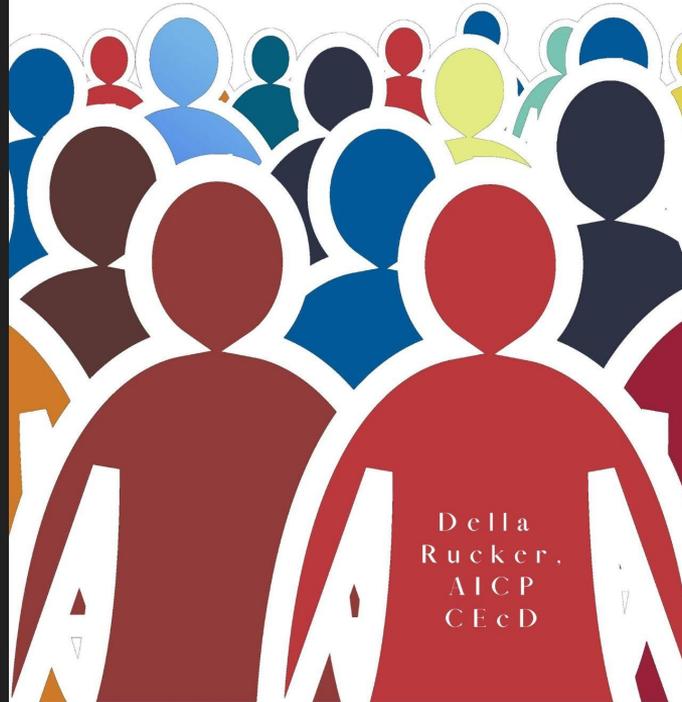


The book

FROM THE AUTHOR OF
EVERYBODY INNOVATES HERE

**THE
LOCAL ECONOMY
REVOLUTION
*HAS ARRIVED!***

What's Changed and
How You Can Help



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CEcD

The basic idea

We are living in an era where everything is changing

Stuff we did before isn't working (if it ever did)

We need not just new tools, but new foundations
(That's what makes it hard)

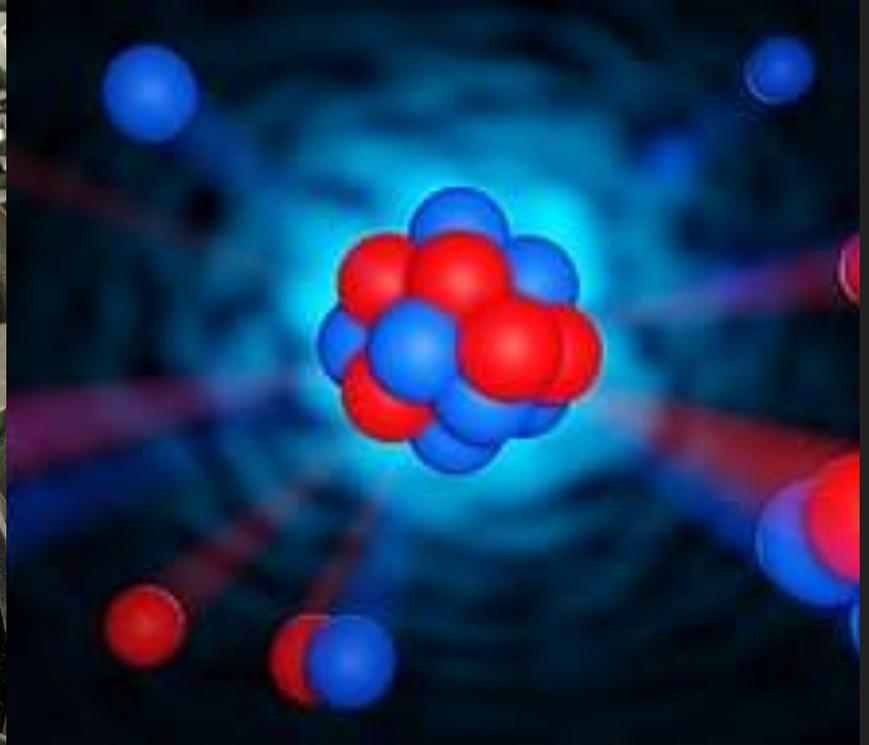


You know about some of these changes



They're not the biggest ones





Fusion era characteristics

Predictable → VUCA



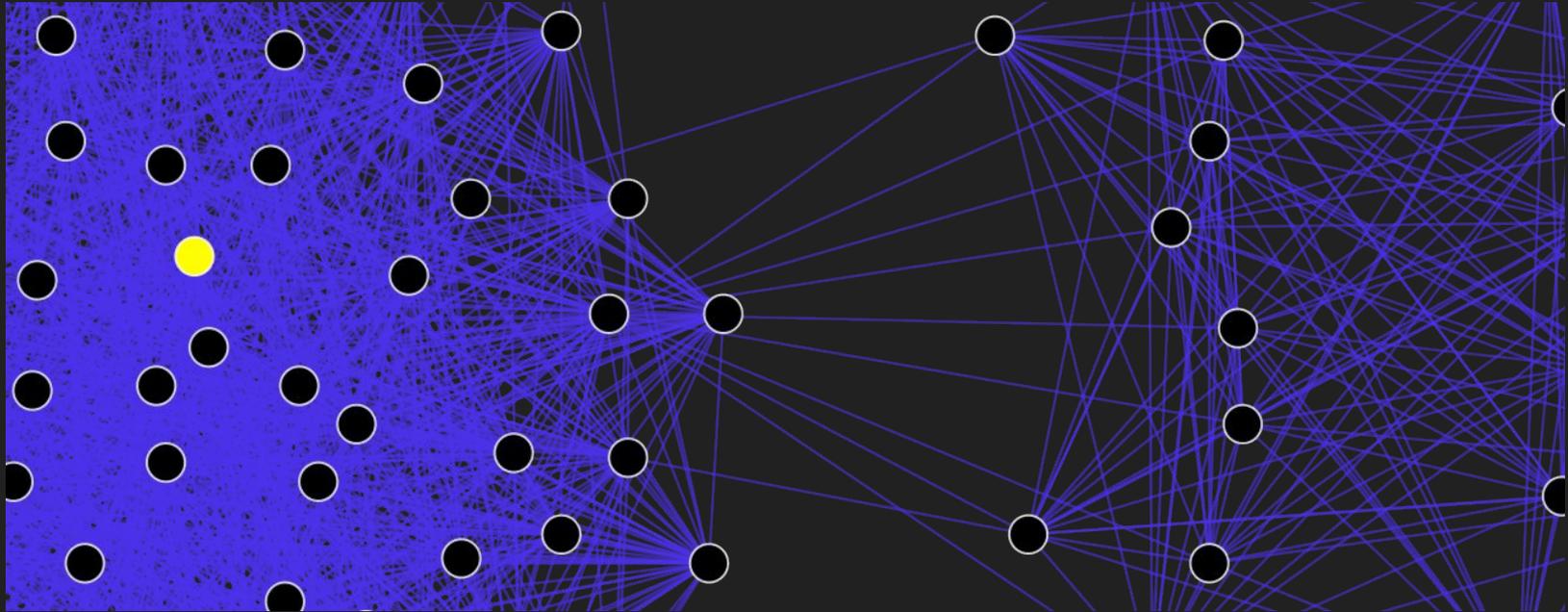
Fusion era characteristics

Mediated → Unmediated



Fusion era characteristics

Hierarchies → Networks



Fusion era characteristics

Specialties → Spaces between



Fusion era characteristics

Labor → Creation



Fusion Era implications

New strategy: Clear vision & priorities, **flexible delivery**

New control systems: **humility and transparency**

New path to impact: **networks**

New skills: **wide vs. deep**

New raw materials: **humans** (all of 'em)

So... what does that have to do with my job?

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**CHANGE REQUIRES MORE THAN
A LEVER. IT REQUIRES A SYSTEM.**



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**WE MUST FOCUS ON
CULTIVATING OUR NATIVE
ECONOMIC SPECIES.**

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**INCLUSION IS NOT JUST A MORAL
GOOD, BUT A VAST UNTAPPED
RESOURCE.**

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**CROWDSOURCED WISDOM
IS THE BEST WAY
TO FIND A REAL SOLUTION.**

we

A close-up photograph of a snail with a light brown, spiraled shell and a pale, wrinkled body. The snail is positioned on a rough, grey, and white speckled rock surface, appearing to be climbing or moving across it. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The overall image conveys a sense of slow, steady progress.

**ENTREPRENEURIAL MINDSET IS
THE UNMET NEED.
FOR EVERYONE.**



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**BEWARE THE
MAGIC PILL.**



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**WE WHO INTEND
TO HELP OUR
COMMUNITIES
THRIVE
BETTER BE READY
TO BE BRAVE.**



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So what do we do with that?

Get clear on your mission. What matters to you?

Open doors wide - Who are you not including?

Break down your own silo - What impacts your mission that you're artificially avoiding?

So what do we do with that?

Initiate cross-group problem solving -- Who could you work with that you're not connecting to now?

Try more stuff (in a limited and tested way)

Tell the real story. Build understanding. It needs more than a sound bite.

But we don't have time/money/people/ etc.

What happens if you don't?

- Loss of relevance
- Fewer donors
- Fewer volunteers
- Cynicism.



But we don't have time/money/people/ etc.

What can come to you by opening up?

- New volunteers?
- New visitors?
- New donors?
- New programs?

- New possibilities





Thanks. You're nice.

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