



IEDC
2022 **economic
future forum**

RICHARDSON, TEXAS | JUNE 12 - 14





INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



economic future forum |

JUNE 12-14

A CRISIS IS A
TERRIBLE THING
TO WASTE

JOIN THE DISCUSSION ONLINE #IEDCRICHARDSON

THE NEXT CHAPTER OF ECONOMIC DEVELOPMENT

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Senior Vice President
Camoin Associates
Richmond, VA

Camoin Associates is a full service national economic development consulting firm. Dan provides services that include strategic and organizational planning, leadership support, partnership building, and crisis management.

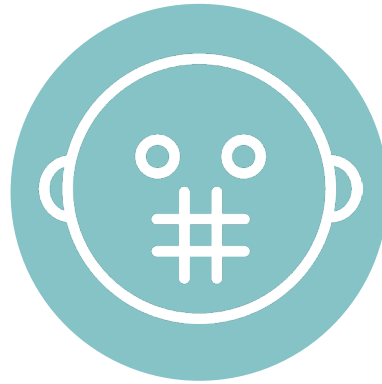


Is Your VOICE ...

Muted?



Muzzled?



Open?



What is Your READING LEVEL?

CLOSED & TACTICAL


OPEN & COLLABORATIVE



Project focused
Greater self-interest
Short game is profit

Health of ecosystem
More expansive & integrated
Long game is prosperity

Remember your VOWELS



Analysis

Analysis Observation Engagement Understanding Implementation

Remember your VOWELS



Observation

Analysis Observation Engagement Understanding Implementation

Remember your VOWELS



Engagement

Analysis Observation Engagement Understanding Implementation

Remember your VOWELS



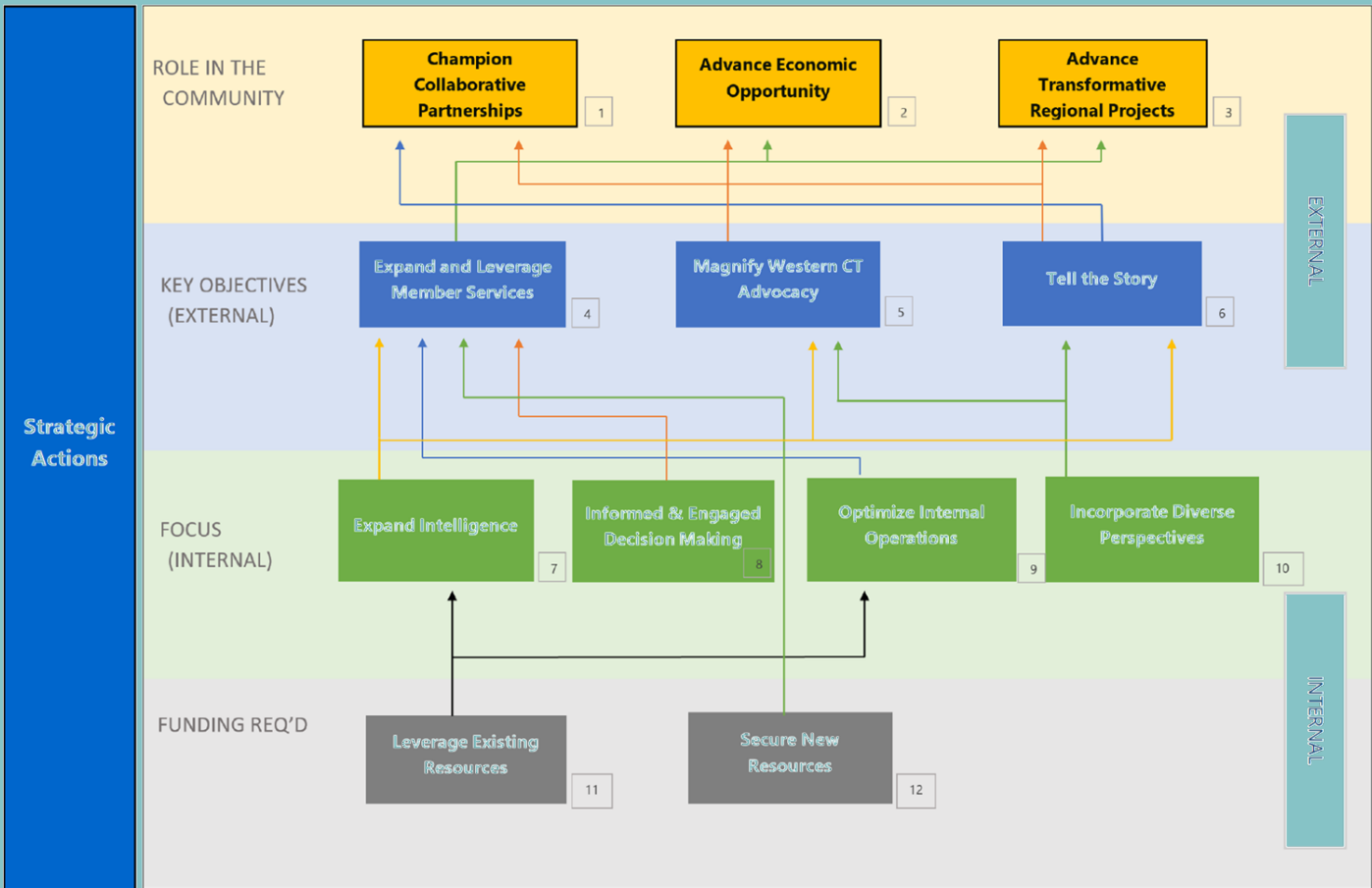
Understanding

Analysis Observation Engagement Understanding Implementation

Vision	Our communities work harmoniously to ensure all residents enjoy the highest levels of satisfaction for quality of life and economic prosperity in the Northeast.					
Mission	We work collaboratively with government and civic leaders to ensure exceptional delivery of public services for Western Connecticut.					
Values	Collaboration	Communication	Credibility	Inclusivity	Innovation	Trust
Strategic Priorities	Economic Development Coordination	Regional Partnerships	Transformative Regional Projects	Community Advocacy	Equitable Growth	Fiscal Stability
Strategic Results	Economic Vitality			High Quality of Life		



The Strategy Map



Remember your VOWELS



Implementation

Analysis Observation Engagement Understanding Implementation

GREAT PLANS are...

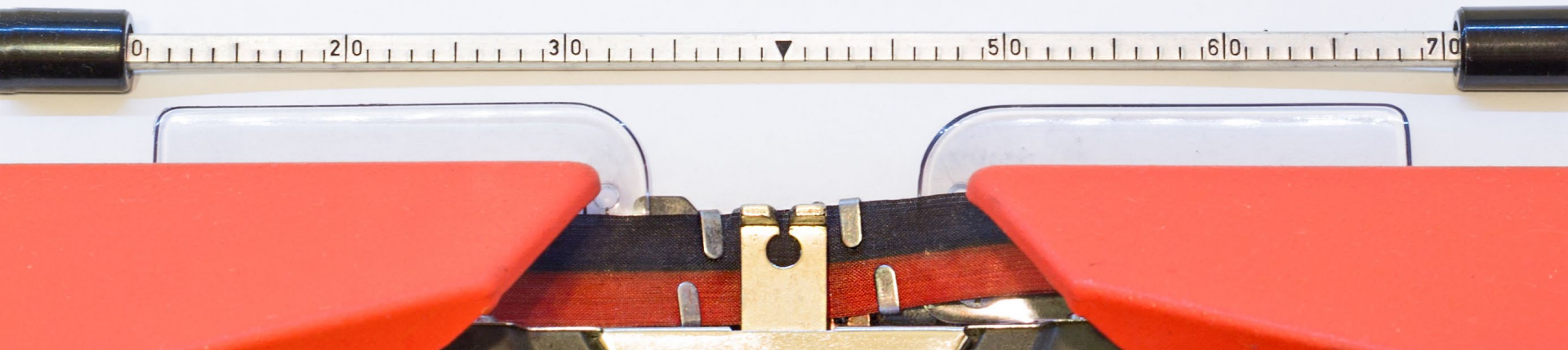
Authoritative

Authentic

Aligned

Accountable

Actionable



Pandemic Take-Aways

REALITY CHECK

Market concentration ✓

Workforce participation ✓

Exclusivity ✓

Hubris ✓

Marketing Fatigue ✓

Pandemic Take-Aways

JURY IS OUT

Place-based economics

NEXT 20 YEARS

Environmental reconciliation



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THANK YOU!

We will now discuss how the pandemic has changed the way we approach strategic planning and marketing.



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