Virtual Winter Conference 2021

NEW MEXICO MAINSTREET

Creating a Climate of Confidence: COVID and Beyond
The Community Journey

New Mexico MainStreet Virtual Winter Conference
March 5, 2021
Community Questions

How would you characterize your community?

- 0: We don't have a community
- 6: We say we have community, but I'm not sure
- 20: We're growing our community
- 13: My community rocks!
Why do you do your work?
“O me! O life!… of the questions of these recurring; of the endless trains of the faithless… of cities filled with the foolish; what good amid these, O me, O life?” “Answer. That you are here — that life exists, and identity; that the powerful play goes on and you may contribute a verse.”

-- Walt Whitman - Via Dead Poets Society
Imposter Syndrome
A Long Time Ago, in a Galaxy Far, Far Away...
The Hero’s Journey
The Hero’s Journey

12. Return with the Elixir
Luke and the rest of the crew are back from the Empire’s threat, with the discovery of the Force.

11. Resurrection
Luke is still a normal boy trying to hit the Death Star but misses, until he kills the normal boy in him and embraces the Force, resurrecting as a Jedi and destroying the Death Star.

10. The Road Back
The crew lands in friendly territory, the Rebel Base, and starts planning how to attack the Death Star.

9. Reward, Seizing the Sword
The crew escapes with Leia, who unlocks the plans of the Death Star that include its weak spot. This crucial information will enable the Rebellion to attack the Death Star.

8. Ordeal, Death & Rebirth
When they arrive, Alderaan is destroyed and they are captured by the Death Star, the deadliest weapon in the galaxy. They nearly die trying to free Leia and in the garbage compactor. Obi-Wan dies, and revives through the Force, talking to Luke.

1. Ordinary World
A poor boy lives with his broken family in a desert planet. He has great skills handling robots, and a special gift as a pilot.

2. Call to Adventure
A representative of the extraordinary world (R2-D2) arrives with a mission (find Obi Wan).

3. Refusal of the Call
Luke doesn’t want to find Obi Wan. He has other things to do.

4. Meeting the Mentor
R2-D2 leaves. Luke is forced to follow him. He meets Obi Wan.

5. Crossing the Threshold
Luke’s family is killed. Nothing left, he leaves for the Extraordinary World.

6. Tests, Allies, Enemies
Luke leaves his world and goes to Mos Eisley, where he meets his new allies Han Solo, Chewbacca and their Millennium Falcon.

7. Approach
The crew narrowly escapes the Stormtroopers and the Empire, jumping into hyperdrive.
Ordinary World
The Call to Adventure
Refusal of the Call
Meeting the Mentor
Crossing the Threshold
Tests, Allies & Enemies
Getting to Traction

Solution Focused Facilitation
Asset Based Community Development
Strategic Doing
Strategic Doing // Cycle

What could we do?
What should we do?
What’s our 30/30?
What will we do?

https://strategicdoing.net/4-questions-and-10-rules/
Strategic Planning

Strategic Doing

Plan → Do → Learn → Adapt/Plan → Do → Adapt/Plan

6 month action cycle: deliverables held firm
Next 6 month action cycle: new deliverables (held firm) based on results from the last cycle
Next cycle... etc.

Source: Ed Morrison, Laz Kazmorn, Strategy-Nets Services, LLC

https://www.edmorrison.com/hello-world/
We have redesigned the disciplines of strategy to keep up with the evolution of organizational structures: From hierarchies to networks, teams and platforms.


https://twitter.com/edmorrison/status/1185927883413434368?s=20
https://strategicdoing.net/agile-leadership/
Meeting the Mentor
Crossing the Threshold
Tests, Allies & Enemies
Approach

Ordeal, Death & Rebirth

Reward, Seizing the Sword
The Road Back
Resurrection
Return with the Elixir
We can be heroes.
“O me! O life!… of the questions of these recurring; of the endless trains of the faithless… of cities filled with the foolish; what good amid these, O me, O life?” “Answer. That you are here — that life exists, and identity; that the powerful play goes on and you may contribute a verse.”

That the powerful play *goes on* and you may contribute a verse. What will your verse be?”

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Community Resources:

Asset Based Community Development (ABCD)  
Recommend Cormac Russell:  
https://www.nurturedevelopment.org/

Strategic Doing - Developed by Ed Morrison  
https://strategicdoing.net/agile-leadership/

ESHIP Initiative @ Kauffman Foundation  

ESHIP Communities @ Forward Cities  
https://forwardcities.org/ecosystems/eship-communities/