

Winter 2021



NEW MEXICO MAINSTREET

Virtual

Winter Conference

2021

**Creating a Climate of Confidence:
COVID and Beyond**

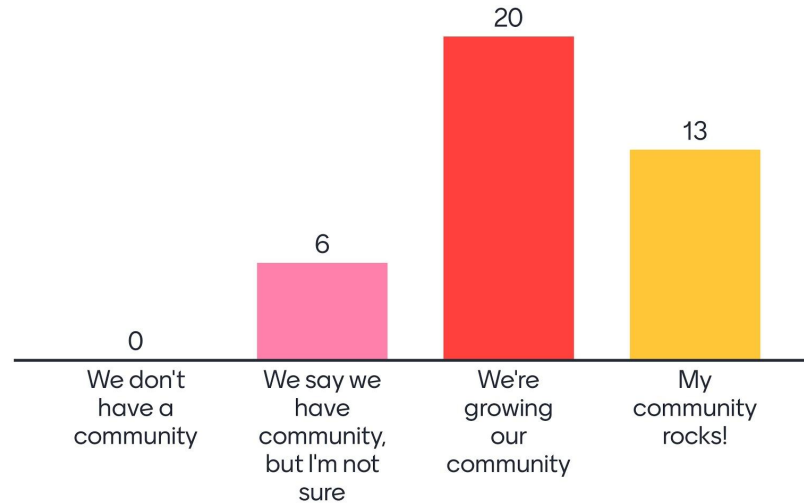
The Community Journey

**New Mexico MainStreet Virtual Winter Conference
March 5, 2021**

Community Questions

How would you characterize your community?

Mentimeter



“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.”

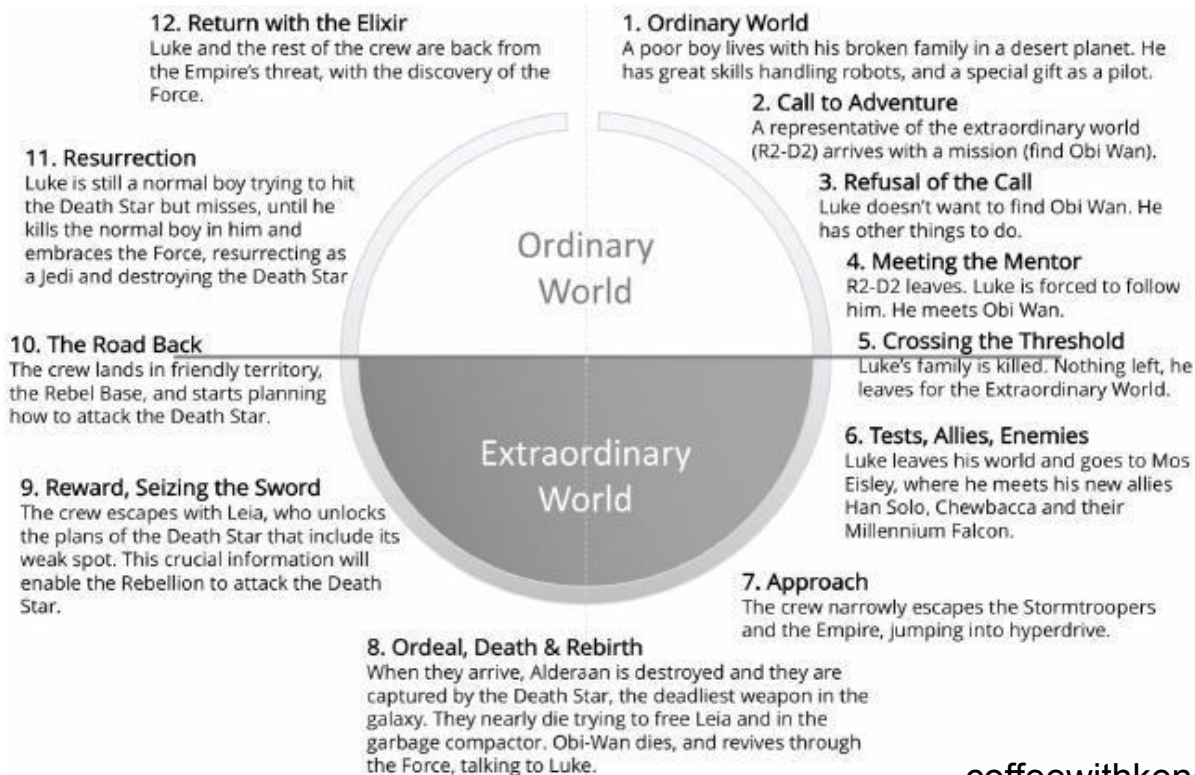
-- Walt Whitman - Via Dead Poets Society

Imposter Syndrome

**A Long Time Ago, in a
Galaxy Far, Far Away...**

The Hero's Journey

The Hero's Journey



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



<https://strategicdoing.net/4-questions-and-10-rules/>

Strategic Planning

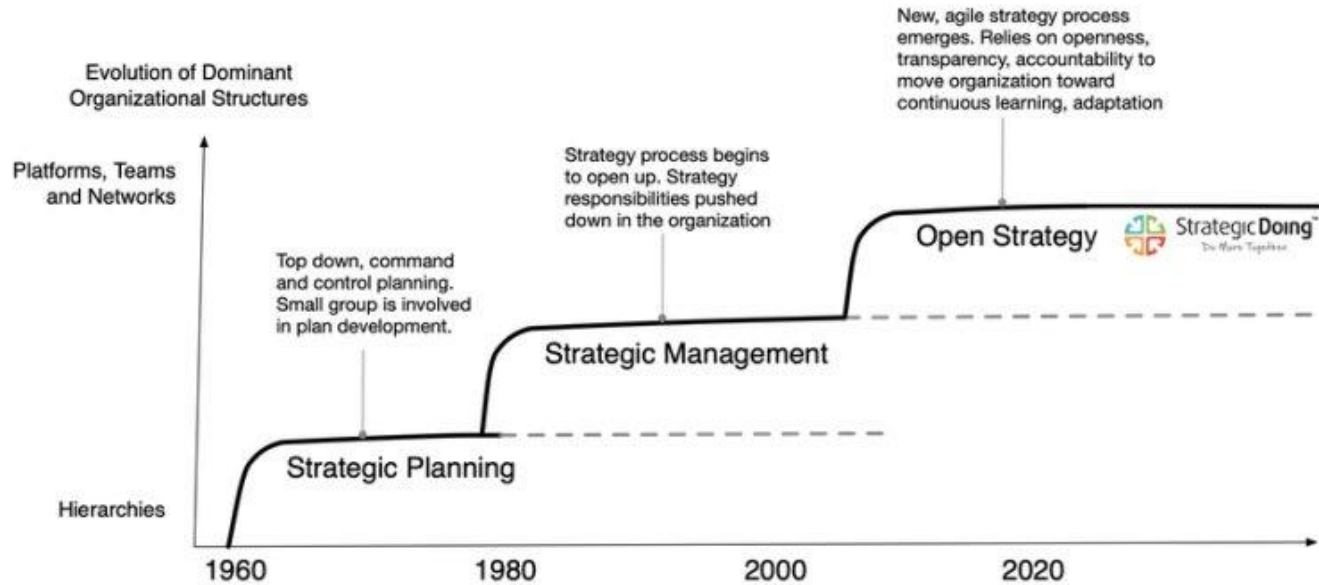


Strategic Doing



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

We have redesigned the disciplines of strategy to keep up with the evolution of organizational structures: From hierarchies to networks, teams and platforms



Source: Ed Morrison adapted from Whittington, R. (2019). *Opening Strategy: Professional Strategists and Practice Change, 1960 to Today*. Oxford University Press.

<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?”*

-- Walt Whitman - Via Dead Poets Society

The Community Journey

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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

<https://www.kauffman.org/ecosystem-playbook-draft-3/eship-goals/>

ESHIP Communities @ Forward Cities

<https://forwardcities.org/ecosystems/eship-communities/>