

## **County Prosperity Summit Facilitators' Agenda**

***“Imagination is more important than knowledge”  
Albert Einstein***

### **Objectives:**

- Learn about and understand the WealthWorks approach to community economic development through real life stories
- Identify the assets/underutilized assets in those stories and in your region
- Map out the “systems” operating in a specific sector(s) important in your region and opportunities to build that sector
- Identify next steps and follow-up, including additional partners you might engage

**8:30 Registration/Networking**  
Coffee and Light Breakfast available

**8:45 Welcoming Remarks**

- Summit Leadership Team provides a quick welcome/kick-off
- Housekeeping details
- Introduce Facilitator/Storyteller

**9:00 Stakeholders' Introductions**  
First two characteristics of this approach (7 minutes):

- Based on self interests (and discovering shared and common interests)
- Value Propositions: Jobs, Pains, and Gains
- Uses a sector approach

Moment of reflection/write answers on index cards/collect (3 minutes)

Go around the room providing the following information (1 minute each/30 minutes total):

- Name/Organization
- Your self-interest in attending this event
- Where you see an opportunity in the sector(s) targeted for the Summit

**9:40 Overview of WealthWorks: Principles (We will cover each of these in more depth today)**

PowerPoint of overview (35 minutes)

- Bridge between community and economic development
- Improving livelihoods/intentionally inclusive (when poor people do better, they spend more in the region, children do better, and they contribute more resources to community)
- Wealth is more than money (stocks and flows/isn't static/investment in capital to produce returns/do no harm/resilience/what is your usual practice?)
- Rooted locally through ownership/control (local investors, capacity/broad-based)
- Systems lens (value chains)
- Collaboration and relationships that flex (Demand, other partners)
- Coordinator's roles

Storyteller (25 minutes)

- Background: The problem or challenge in your community; the market opportunity (broadly speaking)
- An overview of your response to the problem: Your sector, specific products/services, what is involved
- Intentionally Inclusivity: What does this mean in your context? What steps have you taken to be intentionally inclusive? How have you balanced working with the range of community members, not just one group?
- Improving Livelihoods: How have you impacted livelihoods? Give a concrete example

Q&A (5 minutes)

**10:45 Break**

**11:00 Identifying Assets, Investment Opportunities, and Ownership (put relevant slides from Overview PowerPoint back on the screen)**

Plenary (20 minutes)

- What do you consider as positive assets in your community? What would get you on the "Ten best counties to live in" list?
- Write your two strongest ideas on cards... one idea per card
- Sort by discussing cards under headings of the eight capitals
- Three are foundational; sustainability is when all eight "fill the bathtub"
- It is only your wealth if you own/control it

Small Group Work: mixed by participant skills/knowledge in specific capitals. If there are multiple sectors, keep them together. (25 minutes)

1. Complete Spider Diagram for the sector in your community (one table may need to complete for the county at large if they don't identify a sector)
2. Report out questions:
  - What are the 1-2 areas where you are the weakest? Give examples of why you rated them this way.

- What are the 1-2 areas where you are the strongest? Give examples of why you rated them this way.
- How could you use the stronger capitals to invest in the less robust ones?

Report Out on Questions/Record on Flip Chart (Popcorn - 10 minutes)

- The richness comes with discussions with partners and building consensus
- We use this for assessment, planning, and measuring outcomes
- No one organization can build all 8 capitals- shows where you need partners

Storyteller (25 minutes)

- What capitals did you have? Where did you need to invest?
- What underutilized capitals did you have? How have you used them? (May also be covered in next section)
- Measurement and results
- Local Ownership: What we owned/didn't own, and needed to change (provide an example)

Q&A (10 minutes)

### **12:30 Networking Lunch**

Set-Up

- Think about your own practice. Which capitals are you best at building? Write on one side of your card, with your name
- Which capitals do you know the least about how to build? Write in smaller letters on the other side of your card
- Share with others at your lunch table
- Collect cards

### **1:30 Map Value chains, Identify gaps/opportunities; and Design interventions**

Plenary (5 minutes)

- This approach uses a value chain tool to map and understand opportunities in the system
- The more specific a product/service the better, even if later you end up aggregating value chains because there is a lot of overlap and/or complementarity
- Start with demand. No point in developing a product, if no one wants it. Pull vs. Push. These are partnerships, not just consumers.
- Gaps, barriers, bottlenecks are opportunities for change
- Design interventions/strategies to address these opportunities so that the system can work more effectively
- Strategies designed in such a way that they build multiple capitals, promote inclusivity, and fit local ownership (using under-utilized resources; do no harm)
- This is systems change for a lasting impact

Storyteller (25 minutes)

- Show your Value Chain Map (early versions and most recent version)

- What is the demand for your products? What have you learned about creating demand?
- What have you learned about demand for “by-products” (waste)?
- What gaps, barriers and/or bottlenecks (opportunities for change) did you identify?
- Interventions/strategies you are employing. How have these strategies built wealth that sticks?

Q&A (5 minutes)

Small Group Work: mixed by type of participant. If there are multiple sectors, keep them together. (40 minutes)

1. Identify a specific product, even if just for this exercise, within your sector
2. Develop a map: Use yellow, pink, blue and green cards. Attach to a piece of flip chart paper (see handout for directions)
3. Identify gaps, barriers and bottlenecks: circle in a colored marker. These are opportunities for change
4. If you have time, how could you address these opportunities in a way that builds wealth, rooted locally? How could you use underutilized resources to address these opportunities?
5. Report out questions:
  - What did you learn when you used the value chain map to look at the whole system? What surprised you?
  - What gaps, barriers, and/or bottlenecks did you identify? Why are these important?
  - If you had time, what initial strategies did you identify? How could they build wealth that sticks?

Report Out/Record on flip chart (Popcorn - 5 minutes)

**2:50 Break**

**3:00 Build Relationships with Demand, Engage Stakeholders, & Coordinator Roles**

Plenary (10 minutes)

- Demand is more than customers; See as a partnership, so flexes over time and with changes in the market. This means the demand partner continues to do the direct outreach to customers. (You may need to advise/help with this!)
- Understand their value proposition (Jobs, Pains, and Gains); speak their language
- Self, Shared, and Common interests
- Test assumptions – just because something didn’t work out before, don’t rule it out
- Investors can be at all levels, depending on their value proposition. Engage in conversation early as part of the proof of concept
- Coordinator Team Roles

Storyteller (25 minutes)

- How have you partnered with demand: Steps, language, seeing the World through Their Eyes
- Examples of some of their Value Propositions
- Partners/stakeholder engagement: Who, When and How (May be different depending on the task at hand)
- Research needed
- Your roles as a Coordinator Team
- Any examples of how the system has changed for lasting impact

Q&A (10 minutes)

**3:45 Next Steps and Follow-Up**

Plenary (20 minutes)

- Who is missing from this room?
- What additional research is needed?
- Brainstorm next steps
- Identify individuals/organizations for follow-up

Record on flip chart

Individual Reflection (8 minutes)

- One thing you will personally do to follow-up in the next month! Write on an index card
- Share with the person next to you (2 minutes each)
- Post card in an easy to see place!

**4:15 Closing Session**

- Last Questions/Comments
- Quick plus/delta evaluation
- Contact Information and Resources

Next steps and thank you from the Leadership Team

**4:30 Adjourn**