

Your Community Plan

We have heard this many times, in many communities: *We have so many plans, we don't know what the plan is!*

We hear you: Too many plans!! The vision statement has no ambition. There's no buy-in to a direction. There are leadership capacity challenges. You know you need to plan for the future and differentiate your community, but you don't know how to create the rockin' plan to do that. You would like to be more creative and innovate but you aren't. You don't measure progress but you should. Ultimately, the plans seem to be more effective at collecting dust than generating results.

Add to that a healthy dose of reality: Rural population decline; technological advances; aging municipal government workforce; infrastructure needing re-investment; and a rising societal demand for quality/quantity of services.

One SOLUTION to this challenge is to develop a “ONE” Community Strategic Plan (*creatively titled*) that encompasses and distills from all your community plans, bringing them together with a single vision and direction. This is the ONE plan that the community can readily understand (and 80% of investment is local, so it's important to convince these folks of your mission), and that reconnects the actions of municipal departments with common purpose. This is the ONE ambitious plan that gets you out of ruts and builds the awesome community people of the future want to live in.

Another SOLUTION to this challenge is to develop your Council Strategic Plan or Economic Development Plan as the ONE plan that people understand is your community direction. While people tend to believe this is the role of a Municipal Development Plan – and they are important from a planning perspective – they don't have the storytelling ability to bring people together around common purpose.

So, what makes a great plan, great?

- People. Leadership capacity development through interactive presentations nurtures ability to make plans a reality.
- It's a plan that easy to read and understand. It's not about how many pages it contains, or how many complex ideas are presented.
- It's a plan that makes sense to the people it serves, not one that was cobbled together through rounds of public engagement in an impossible effort to reach consensus on everything.
- It's a plan that inspires people to want to help implement its actions and see the results.
- It's a plan that tells the story of your community and paints a bold image of its future.
- It's a plan that will instill pride in residents, and will attract visitors and investment.

This is what we will help you accomplish. We're demanding. We ask you to gut check why you matter as a community, and to step more aggressively forward. We push you to raise the bar on leadership performance. We will help you to find your unique voice to tell your compelling story. We identify catalyst actions to start on immediately.

PHASE 1 – INTERPRET PLANS

We start by reviewing all your existing plans to tease out elements of your “story” and to document areas of alignment and gaps. This becomes the foundation for discussion about the future. If we have worked with you to develop your new Council Strategic Plan, this phase is complete.

PHASE 2 – PLAN MAKING

PART A - NURTURE LEADERSHIP CAPACITY

Leadership is critical for overcoming the hurdles that stand in the way of the exceptional, including the challenge of understanding the complexity of community development, lack of consensus inherent in democracy, and a tendency to do more talking than doing. From community surveys, to presentations to our appreciation for using representative Steering Committees as deep thinkers, we work hard to build the capacity you will need to not just create the plan, but “do” the plan.

PART B - DEVELOP/EXECUTE ENGAGEMENT PLAN

Community engagement is as varied as the stars in the sky. Our scope is shaped by budget. We develop efficient and effective engagement that cuts through clutter, avoids a merry-go-round, and has people feel like their valuable time is well spent contributing to a dialogue about the community's future.

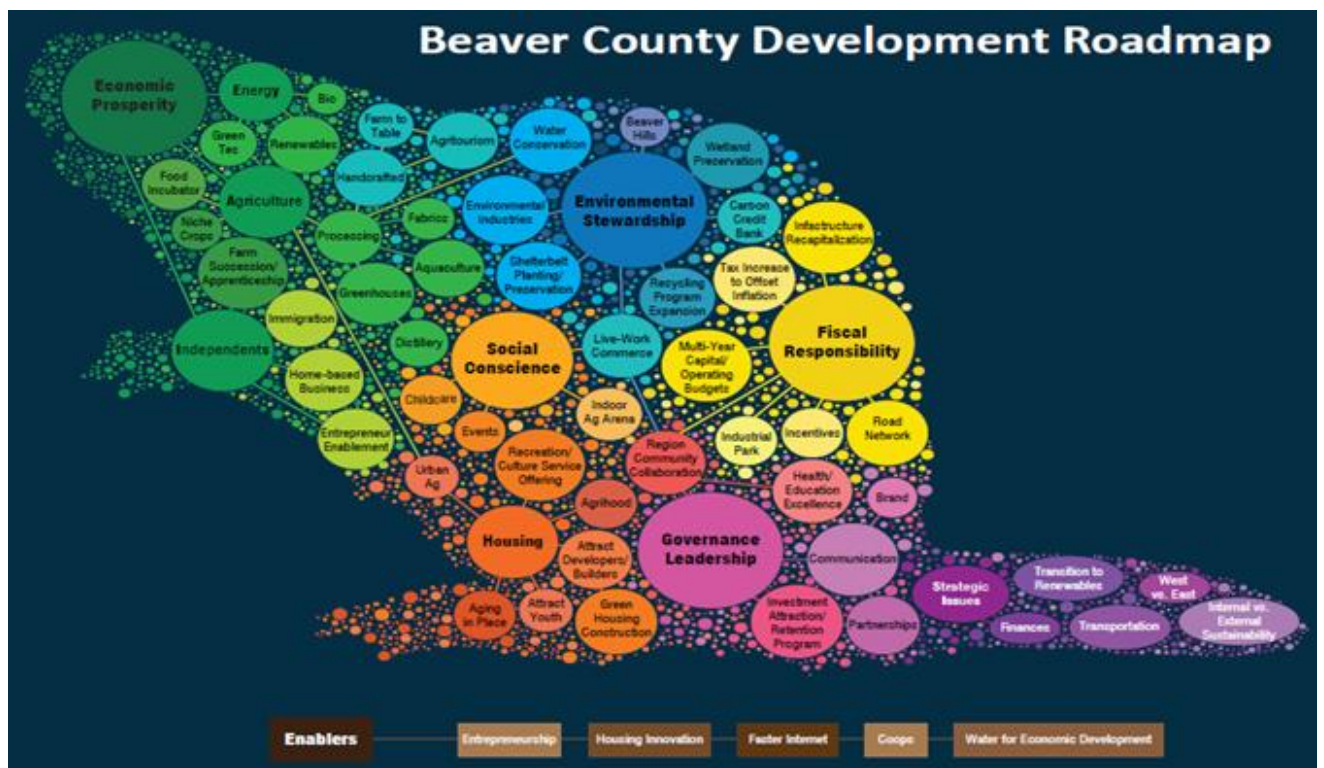
PART C - WRITE THE PLAN

We focus on differentiated strategy, bolder direction, visuals, brevity, emotional connection, great ideas, and simplified action plans. We develop a "plan on a page" visualization, and produce both a short form plan that is easy for key audiences to understand – including residents and investors, and a more details oriented plan for staff to use.

PART D - SOCIALIZE THE PLAN

Salesmanship is everything. From creative materials to social media, we design a program to help you get the buy-in you need to support and implement your new plan.

Example - Beaver County "Plan on a Page": Community Development Roadmap



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