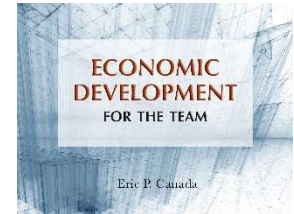


Economic Development for the Team

Team Training Plan

The *Economic Development for the Team* training agenda is designed for leadership as well as staff. Emphasis and detail will shift based on the audience and access to the text for reference. The book covers the basics of economic development as noted. To complete the story, add 1) How economic development works in our community, and 2) The organization's role in economic development.



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1	Our Organization Economic development Leadership and Investors Mission Service area	Economic development, P. 8, Fig 6-2, P. 156-162 Fig 1-9, P. 10, Mission examples
	Development Mosaic Our role Partners and their roles	Fig 1-7, P. 7, Development Mosaic
	Money, Community, Organization Money flow, jobs, investment Traded vs. local clusters	P. 2-5. Fig 1-2, P. 3, Three Sources of money coming into a community P. 38
2	Planning Community planning Organizational planning	Fig 2-2, P. 14, Economic Development Pyramid, #1 & #2 P. 14-29, Fig 2-2, P. 14, Pyramid #1-#5
	Economic Development Strategy Strategy, markets, cluster, sectors Tech-driven	P. 9, Fig 1-8, P. 9, Economic Development Strategies P.33, Fig 2-15, P. 34, Strategy and Markets P. 33-40 P. 52

Agenda Continued		Resource Notes
3	Programs & Services Our complex client base Our program & services Our partners and their roles	Fig 1-8, P. 9 Fig 2-1, P. 14
	Operations Website Broadcast email	P. 55-65, The Invisible 60% P. 65
4	Business Attraction Business attraction Attraction marketing Site selection Incentives	P. 78-81 P. 98-120, P. 129 Fig 3-7, P. 68, Technology Squeezing Site Selection Window Fig 3-11, P. 76, The 60% Opportunity Gap P. 124-126 P. 120-124
5	Business Retention and Expansion	P. 88-97
	Entrepreneurship Business development	P. 81-82 P. 83-87
6	Workforce Development	P. 145-154
	Community Development Room to Grow	Fig 1-6, P.6, P. 132-137 Fig 4-37, P. 128, Competitive Advantage P. 137-145
7	Measurement Metrics	P. 40-46
	What success looks like for our organization and our community	

...with a shared understanding and teamwork, great things are possible!