Evolving Conversations in Local Communities

The Conversations We Hear

- Sustainable
  - Resilient
- Economic Development
  - Wealth and Prosperity
- Problem Solving
  - Asset Building
- Wellness
  - Well-Being
- Does Maslow Apply?
Sustainable

Green to Sustainable, and now Sustainable and Resilient

Green: A Color
Green: A Movement
Sustainability

Sustainable & Resilient
Resilience: According to Rand

• Community resilience is a measure of the sustained ability of a community to utilize available resources to respond to, withstand, and recover from adverse situations.
• Resilience-building activities integrate the non-profit and for-profit sectors in public health and emergency preparedness, infrastructure protection, and the development of economic recovery programs.

Economic Development

From Jobs and Tax Revenue Growth to Prosperity
Economic Development: Jobs

Economic Development: Tax Revenue
Economic Development Success

- Growth in Assessed Value – Residential, Commercial – perhaps the ratio of Commercial to Residential
- Numbers of jobs created or retained
- Numbers of economic development agreements executed
- % of businesses interacted with that rate the quality of support they receive from Economic Development as good or better
- % of start-up businesses that economic development has interacted with that are successful in five years
- % change in Sales Tax Revenue

Prosperity
Communal vs. Individual Success

- Percent change in individual income
- Percent change in household income
- Percent change in families living at or below the poverty line

Steps Towards Prosperity

COMMUNITIES
SCHOOLS
BUSINESSES
Prosperity Framework

Problem Solving

Asset Building
Problems

Complex Problem Solving
Strength Based Approach

Asset Building
Appreciative Inquiry

• More than jargon
• Philosophy: *Appreciative Inquiry is based on the assumption that organizations change in the way they inquire*
  
  ➢ an organization which inquires into problems or difficult situations will keep finding more of the same;
  
  ➢ an organization which tries to appreciate what is best in itself will find/discover more and more of what is good.
Balanced Approach

• Think of a recent problem in your organization?
  ➢ What was your approach to solving it?
  ➢ Were you successful?

• If you had taken an “asset-based” approach – what would you have done differently?
  ➢ Process?
  ➢ Substance?
  ➢ Outcome?

Wellness

Well-Being
Employee Wellness

- Health Fairs
- Employee Assistance Programs
- Health Challenge

Well-Being

- Well-Being Defined:
  - a positive state in which each employee is able to function at or near their optimal level
- Do we have a responsibility?
- Do we have a role?
Well-Being

Remembering Maslow
Maslow on Individuals

Self-Actualization: morality, creativity, problem solving, lack of prejudice, acceptance
Esteem: self-esteem, confidence, achievement, respect for self and others
Belonging: friendship, family, intimacy
Safety: security of the body, of employment, of resources, of the family, of health, and property
Physiological: basic human functions – breathing, food, water, sleep, homeostasis, excretion

The Community Parallel

Self-Actualization: individuals of the community participate fully and thoughtfully in their government and drive policy that reflects their values. Evidence of morality, global consciousness exists local policy.
Esteem: local government implements, creates and is rewarded and recognized for best practices; admired by others; productive relationships between governments, institutions, the private and non-profit sectors
Belonging: sense of community, stability, neighborhood vitality, and resident engagement
Safety: residents feel safe, infrastructure is maintained, there is evidence of financial planning
Physiological: focus on traditional core functions, survival as an independent unit of government
Does Maslow Apply to Communities?

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<thead>
<tr>
<th>Status</th>
<th>Related Policies and Services</th>
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<tbody>
<tr>
<td>Self-Actualization</td>
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Maslow and Emerging Conversations
The Connection

• Sustainable
  ➢ Resilient

• Economic Development
  ➢ Wealth and Prosperity

• Wellness
  ➢ Well-Being

• Problem Solving
  ➢ Asset Building

Thank you!

Julia D. Novak
jnovak@thenovakconsultinggroup.com
513-221-0500