

“RE-BUILD”

**WHAT DOES IT MEAN FOR
LYTTON?**

WHAT WILL OUR HEARTBEAT



...OUR SOUL BE?

Do we see the stones, or a pathway?



**What if we could
achieve the exceptional
as community builders?**

OUR FUTURE, OUR CHOICE

Tread water or strive
Average or exceptional
Dot on a map or memorable
Inside or outside
Care or don't care
Engage or disconnect in community-building
Happy or unhappy
Be here or be somewhere else

Proud? A legacy?
Prosperous?

5 Ways to Achieve the Exceptional...we focus on #1 and #2 in this presentation, and briefly mention #3.

1. Attitude is a Choice.

Positive attitude, problem solving, compassionate inclusion, and purposeful existence are the easiest steps we can take. It's like a light switch...on or off. 80% of potential positive impact on ability to achieve the exceptional.

2. Why Is Calling, Please Pick Up

answer "Why" your community (and initiatives) matters and unlock the power of possibilities.

3. Community Matters

we have entered an era (footloose investment/labour) where quality of place is really important.

4. Lizard Lips Float Ships

neuroscience says we are emotion-based decision makers. If we link what we say and do to emotion, we open the door to transformative progress.

5. Adrenalize Your Brand

you must differentiate with both product and sales pitch to rise above the noise.

1. ATTITUDE IS A CHOICE

LEAPs

NIMBY'S
NOPE'S
CAVE'S

"Bold leadership is clarity around an unreasonable commitment to what should be."

@AndyStanley

HOW?

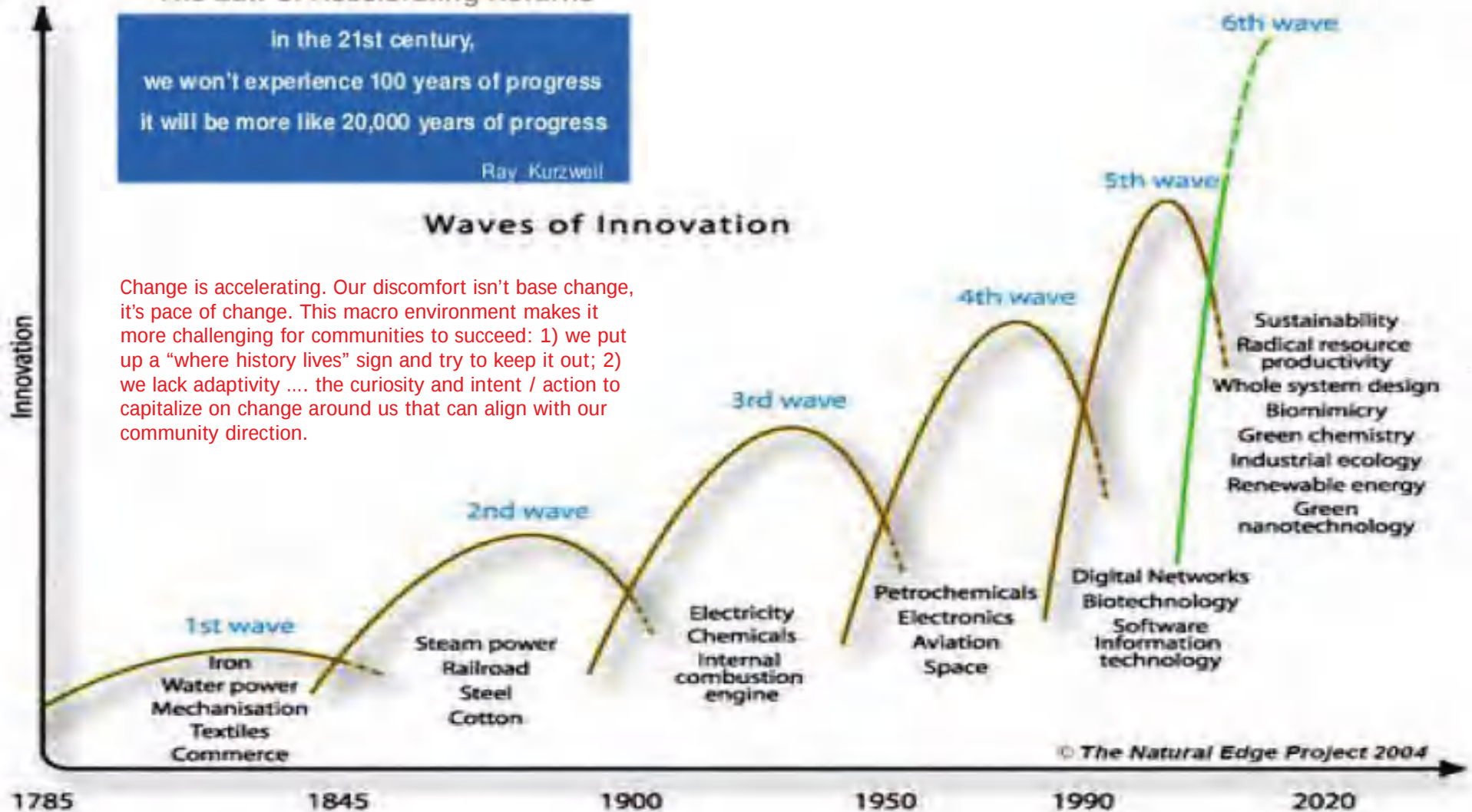
We need less no, and more how is we
are going to build things.

The Law of Accelerating Returns

In the 21st century,
we won't experience 100 years of progress
it will be more like 20,000 years of progress

Ray Kurzweil

Waves of Innovation



Our "colour-coded" land use is holding back our ability to build things – by creating conflict-based decision making, and uncertainty for investors. A planning policy trend is seeing policy become more enabling / permissive.





Brand research will always illuminate "HOME" as soulful. Home is where friends, families, relationships, hobbies, and work....LIFE happens. Our communities are the centres of our soulful existence. Let's reconnect people to this spirit.

**HOME ... IS WHERE THE
HEART IS**



CONNECTION IS OUR SUPERPOWER

Culture eats strategy for lunch.
In fact, it might be the strategy.
Communities can do anything –
IF enough people agree to work
together.

RELATIONSHIPS ARE EVERYTHING

Even in the sharpest-edged economic development, this is still true today.

CONNECTION

- PHYSICAL
- ECONOMIC
- SOCIAL
- ENVIRONMENT
- INTER-GENERATIONAL

FOR AN OCP: HOW
DO WE EXPRESS
“CONNECTION” IN
SPATIAL TERMS?





**Transformative
Purpose
Things That Matter
Soul
Meaning
Engagement
Connection
Conviction
Heroes
The Incredible**

Believe in better.....

Geese – by unit of
expended energy – fly
70% faster in formation.
Let nature be your
inspiration.

**WE are the ones
we've been waiting
for**

US

Src: pixabay.com

The more we can connect the dots between numbers, change, ideas, and opportunities, the stronger our “story” of the future becomes. A leadership challenge in any community is to help residents see both the dots, and their inter-connectivity.



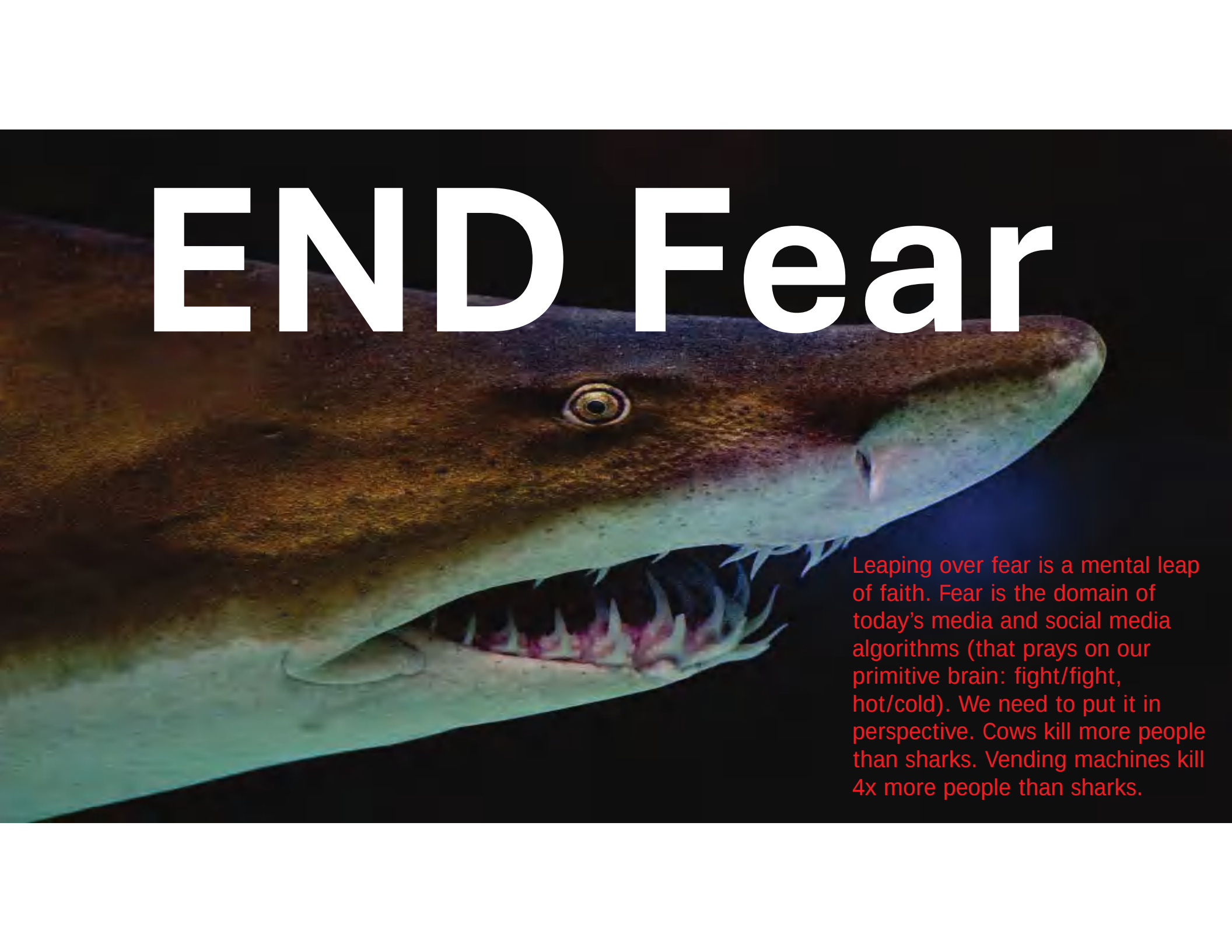
“Investment”

VS



One word can make a world of difference attitudinally. We don't like "taxes" but we understand "investment". For municipal government these two words are the same thing. Residents who understand they are "owners" have natural inclination to have more vested interest in economic and community development.

END Fear

A close-up, side-profile view of a shark's head, showing its eye, gills, and open mouth with sharp teeth. The shark is dark-colored with a lighter underbelly. The background is dark.

Leaping over fear is a mental leap of faith. Fear is the domain of today's media and social media algorithms (that plays on our primitive brain: fight/fight, hot/cold). We need to put it in perspective. Cows kill more people than sharks. Vending machines kill 4x more people than sharks.



What we want from governance in our soul...

Connection

Deeper Meaning in Pursuit of Happiness

Ambition

**isn't always what we get, because governance can be afraid
to deliver it.**

It takes measured risk and leadership tenacity to achieve the transformative amidst the innate challenge of governance: to trend toward treading water.

DO IT AFRAID

Imagine society as a bell curve – where our conflict-based online world is 20% non-constructive, we know the 20% who are leaders / volunteers / driving the community forward, AND 60% in the middle of the bell curve are quiet work-a-day people who just want better for their community and entrust leaders (e.g, elections) to deliver. This gives us the bravery we need to overcome our obstacles. Also Imagine what we could achieve if could raise our community capacity to achieve ambitious and exceptional by helping us all shift our community development performance bell curve to the right.

Live Life to the Right of the Bell Curve

A close-up photograph of a barber cutting a man's hair. The barber's hands are visible, holding a pair of silver scissors and a black comb. The man has dark, wavy hair and a beard. The background is blurred, showing a typical barbershop environment.

TRUST is THE foundation for performance government. In many senses we have this with residents (e.g. basic services like reliable water and sewer, but too often taken for granted. At the same time, trust creates ability for municipalities to do things that stand out from the crowd (e.g. placemaking) – which is fundamental for achievement of different/better that drives investment, resident relocation, and tourism visit decisions.

TRUST

2. WHY IS CALLING

WHY
do we
matter?

“Great strategies (the core of an OCP) aren’t about everything we do on a day-to-day basis; they solve challenges and/or step into opportunities. Great strategies are about catalytic intention and ambitious vision, connected to stepping-stone initiatives with best return on investment in achieving vision.”



“Great strategy (the core of an OCP) isn’t about doing what would happen anyway regardless of your actions. It’s about doing the hard things that have the best chance (in context of resources) of achieving progress and the transformative.”





Community Development

Quality of Life, Culture, Quality of Place

Sustainability Goals

Social Conscience

Environmental Stewardship

Economic Opportunity

Fiscal Responsibility

Economic Development

Pillars: Housing, Downtown, Recreation,
Education, Health, Community
Appearance/Distinctiveness

Economic development – the world of job creation – is enabled by community development foundations. Economic development strategy therefore must address Enablers (i.e. key contextual community challenges).

MUNICIPAL GOVERNANCE ON A PAGE



VISION – often contained in an OCP, and an OCP itself – are primary means of communicating municipal direction.

Purpose
Relationships
Trust

Governance
With residents
With investment