



TAIMERICA
MANAGEMENT COMPANY

Effective Management of Economic Development Organizations

Boards and commissions have never had higher expectations for performance and accountability in economic development. Developers need to stay abreast of the massive changes underway in managing economic development.

Managing the Economic Development Organization for Results

- ◆ What does it mean to be excellent as an organization?
- ◆ Why is it important for the organization to pursue excellence and manage for results?
- ◆ How does an organization achieve and sustain excellence?

The elements of excellence in Management?

- The Culture of the organization
- Customer service
- Continuous performance improvement
- Cooperation (building an effective team)
- Collaboration (working together to solve problems)
- Choices (thinking and acting strategically)
- Checking up (measuring organizational progress and performance)
- Cheering on (recognizing and rewarding staff and volunteers)
- Characteristics of an "excellent" economic development organization

Strategic Planning

- ◆ The need for planning
- ◆ Strategic planning for economic development
- ◆ Getting it started
- ◆ Determining strengths and weaknesses
- ◆ Creating a shared vision
- ◆ Setting priorities and formulating goals
- ◆ Developing the strategic action agenda
- ◆ Implementing the plan effectively
- ◆ Evaluating progress and performance
- ◆ Moving into the future smartly

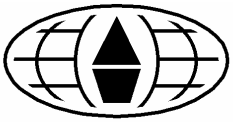
Measuring and Communicating the Performance of Your Economic Development Program

- ◆ Getting everyone in the organization on board
- ◆ Determining organizational expectations
- ◆ Moving from expectations to priorities
- ◆ Creating an outcome-based performance approach to management and evaluation
- ◆ Converting priorities to desired results
- ◆ Crafting measurable results and indicators of progress
- ◆ Monitoring progress
- ◆ Measuring performance
- ◆ Determining outcome and impact
- ◆ Personnel performance vs. organizational performance
- ◆ Creating an organizational reward system
- ◆ Communicating more effectively the achievement of results

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Collaborative Problem-Solving for Community Development (Effective Management Sheet)

- ◆ Why is problem-solving needed for advancing community interests?
- ◆ What is effective problem-solving?
- ◆ How do you use problem-solving in organizational and community planning?
- ◆ How do you implement the results of problem-solving in a sustainable manner?

Economic Development Program (Effective Management Sheet)

- ◆ Developing collaborative local leadership
- ◆ Leadership identification
- ◆ Assessing the local leadership situation
- ◆ Recruiting local leaders into a training program
- ◆ Developing leadership skills in a collaborative problem-solving environment
- ◆ Involving leaders effectively in local economic development — building better support



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