



# Assessing Community and Economic Development Leadership

**Who Will Lead Us?**

**Carol Johnson**  
Continuous Dialog

# Are You Ready for Success?

## **10 Questions to Assess Community Economic Development Readiness and Effectiveness**

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# Judging Economic Development

1. The community has an effective economic development entity responsible for **recruitment** and **retention**.
  2. The economic development organization has adequate and sustained **funding**.
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# Judging Economic Development

The economic development organization:

3. Has the ability to garner funding for **large** economic development projects.

4. Has a current 3-5 year strategic economic development plan and up to date written status of **attainment**.

5. Has an active **existing business** retention and expansion program.

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# Judging Economic Development

6. There is a trained sales team from public and private sectors with expertise in required areas and who understand **competitive** economic development .
  7. The economic development team demonstrates **sales** skills to respond effectively to project proposals, uncover key criteria, present a business case to locate here, and close the deal.
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# Judging Economic Development

8. The community has a **spec.** building(s) and existing marketable buildings available.
  9. The community has prepared, **shovel-ready** industrial sites available.
  10. The community has sufficient **capacity** in water, wastewater, and solid waste infrastructure to support industrial development and expansion.
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# Rate Your Econ. Development

## How do You Measure Up?

**Gain an accurate self-perception:**

◆ **Community**

◆ **Product**

- Ready Sites and Buildings Available
- Infrastructure Ready
- Industrial Parks

Take a **Road Trip!**



# Is Your Leadership Ready?

## **5 Questions to Assess Community and Economic Development Leadership**

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# Leadership Assessment

1. There is broad community **awareness** and support for economic development activities.
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# Leadership Assessment

**2. Businesses and citizens actively volunteer to **improve** the community.**

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# Leadership Assessment

3. **Public** and **private** sectors work together well to solve community problems.

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# Leadership Assessment

**4. The community has an active and effective Leadership Development Program for Adults and Youth.**

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# Leadership Assessment

**5. Leadership has a plan for success supported by action plans that engage competent, diverse leaders.**

**Action Plan **implementation** is measured, evaluated, recognized, and then adjusted to meet current realities.**

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# Rate Your Leadership

**Gain an accurate assessment of your Leadership:**

- ◆ **Use these questions to assess**
  - ◆ **What needs to be done? Stop/Add**
  - ◆ **Get the Training your team needs**
  - ◆ **Who is missing? Recruit and Mentor**
  - ◆ **Ask for help: Your team is bigger than you think**
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# Call on Carol Johnson



- ◆ **Economic Development Training**
  - ◆ **Leadership Training**
  - ◆ **Planning and Board Retreat Facilitation**
  - ◆ **Clients: Communities, Utilities, Chambers, States: AL, AR, FL, GA, MS, OK, SC, TN and many more.**
  - ◆ **Website [Cdialog.com](http://Cdialog.com) 770-993-7178**
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