Economic Development Diagnosis

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Upstream Thinking

The Upstream Parable

Symptoms, Events, Problems and Opportunities, Conditions, Causes, Causes of Causes
Listener or Problem Solver?

Content knowledge, experience and education

Diagnosis knowledge, experience and education

LOW
MEDIUM
HIGH

LOW
MEDIUM
HIGH

Content acumen +
Human relations acumen
Influences
Things Aren’t Always as They Seem

http://www.youtube.com/watch?v=cRXNNqNfQBs
Diagnosis

Investigation or analysis of the cause or nature of a condition, situation, or problem.

Merriam Webster Online

A method for gathering information about how an organization or community functions: problem identification.

Diagnosis is about identifying problems, issues and opportunities – not solutions.

-- Erickson & Neiswender
UW-Extension Educator’s Role

Empower our clients—
listen
reflect back
ask questions
challenge assumptions
help them gather evidence
offer structure and guidance
And Now, The Rest of The Story

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Center for Community and Economic Development
Systems Analysis
Help! Students of color aren’t feeling safe off campus.
This is important. Diversity is an economic development issue. What can we do to help residents understand this?

Let’s talk to CEO’s and employers. New workers are mostly people of color. Who will come to work here if they feel unsafe here? Everyone local should understand this.

Our retirement survey shows that 50% of workers are retiring in the next 10 years.
I’m writing a resolution for the County Board. It needs to be official.
We don’t welcome all. There are no CEO’s here. This resolution is Tabled Indefinitely.
Is there any truth to that? What are employers thinking about this?
County Executive

Fond du Lac County

Statement of Principles
FDLCO Welcomes All

1

2

3

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Survey
Focus Group

System Analysis

A$C

MPTC

UW Extension

A$C

UW Extension

MPTC

MPTC
Where is the Leverage Point?
Where is the Leverage Point?

Diversity
Inclusion

2007 - 2008
Actions for Diversity

TIME DELAY
• Examples of diagnosis
• What really matters?
• Theory and conceptual framework
• Coleman, WI
  - Knew what they needed
  - Knew what they wanted
  - Knew what would work
  - Didn’t know how to make it happen
• Coleman, WI – So what happened?
  - Process of understanding & discovery
  - Honest community conversation
  - Strength based planning
  - Asset based community development
  - Strategic Doing

= Org. Dev. work important on front end
- Knew what they needed
- Knew what they wanted
- Knew what the problems were
- Knew who the problems were
- Didn’t know how to make it happen
- Didn’t know why it was important to the community outside of the chamber
• Marinette/Menominee Chamber
  - So what happened?
  - Ongoing discovery process
  - Trying to see outside perspectives
  - First Impressions program
  - Broaden view to singular community
  - Different players than traditionally used
  - Legacy costs & competing viewpoints
• What really matters?
  - People
  - Listening....get better at it
  - Understanding....empathy
  - Building capacity & capabilities
  - Flexibility and nimble
  - Don’t throw anyone out of the boat
Managing Expectations

Information

Communication

Managing Expectations

Info

Commo
“If you only have a hammer, you tend to see every problem as a nail.”

-- Abraham Maslow