

Integrating Social Impact into Core Economic Development Functions

Leadership Summit Theme

Social Impact: Aligning Inclusion with Growth

Core Economic Development

- » Business Retention & Expansion
- » Entrepreneurial Startups
- » Business Attraction
- » Real Estate Development

Burnout or Integration?

- » Strategic Planning
- » Access to Capital
- » Workforce Training
- » Workforce Recruitment
- » Lead Generation
- » Education
- » Housing
- » Brownfields
- » Infrastructure
- » Downtown
- » Neighborhoods
- » Technology
- » Crime
- » Healthcare
- » Public Policy
- » EDO Management
- » Fundraising
- » Professional Development

Time for Living!!!

UNTAME
YOUR ENTREPRENEURIAL
SPiRiT



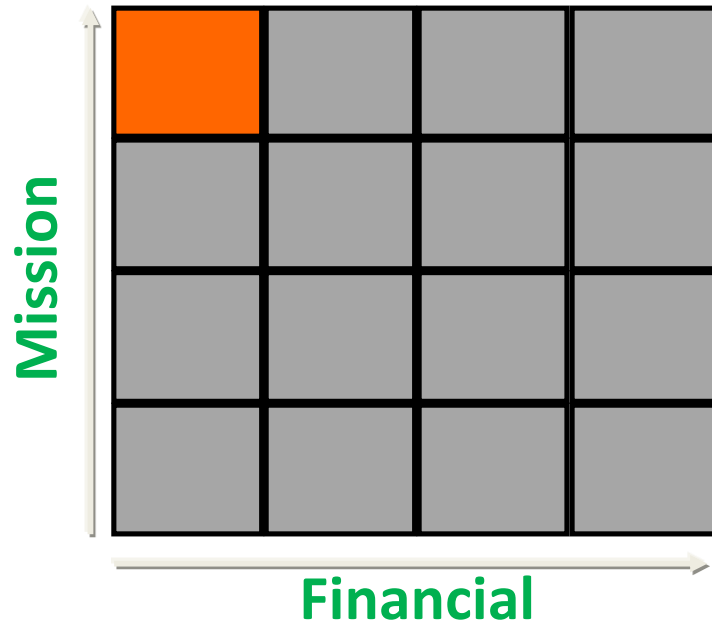
GROW
Great Falls
MONTANA

Integration via Up-selling/Cross-selling

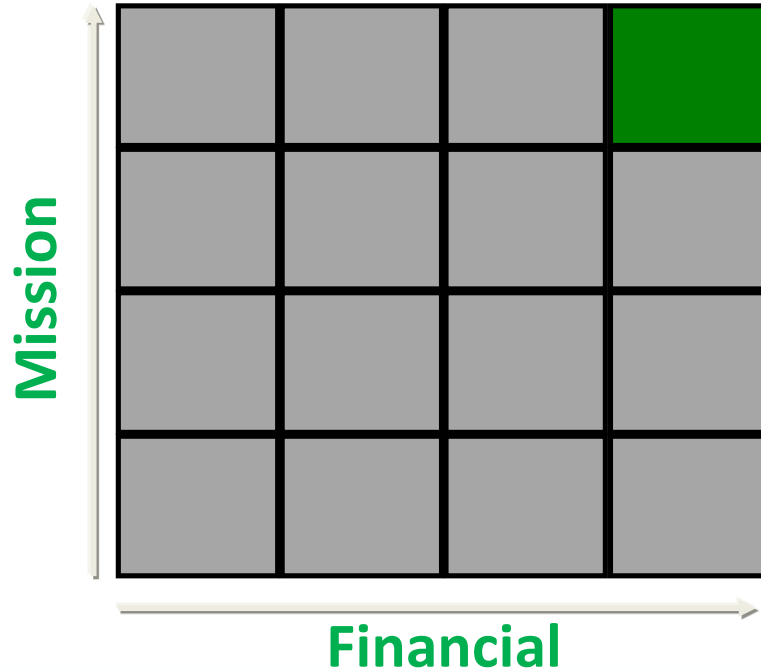
- » Tried and true strategy for getting more ROI from clients/customers
- » Increased mission ROI for you AND greater value for your clients
- » Plus, deeper engagement with your clients

Peter Drucker Non-Profit Matrix

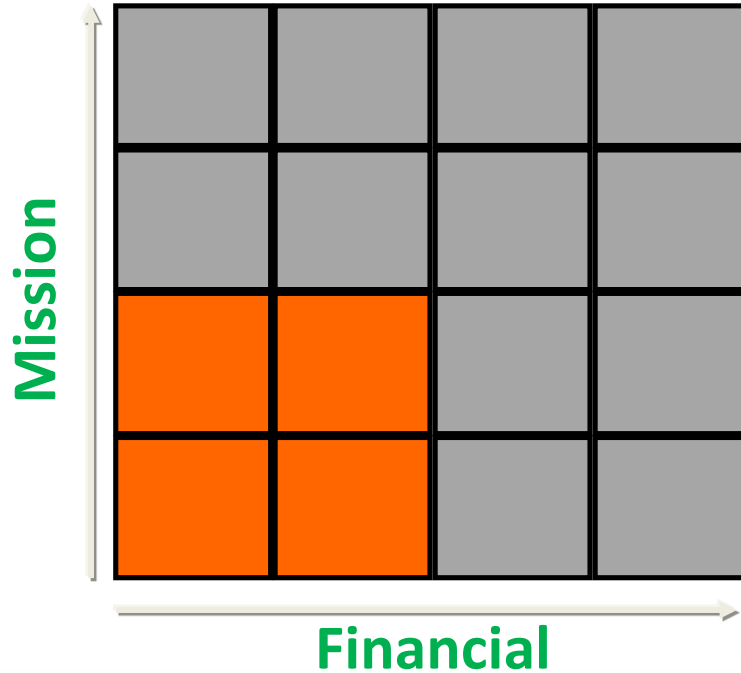
- » Simple way to think about up-selling everything you do.
- » Sweet spot for fully funded EDOs.



Sweet Spot for Non-Profit EDOs



How can we increase ROI?



What are some of your EDO's inclusion goals?

Exercise

- » Brainstorm ways to up-sell/cross-sell the client to increase your EDO's inclusion goals