

# National Destination



## Outcomes & Strategy

### WHY NOT US? ... WHY NOT NOW?



What are the desirable outcomes  
for a city as a National Destination?

- Expanded Middle Class and Primary Jobs.
- Pipeline of Privately Owned Headquarters to Scale.
- Specialized “New Economy” \* Work-Force.
- New Valued Added Products: Walmart Supply Chain.
- Range of Technology Headquarters.

- Who are the local X-Factors, uncommon friends, that can shape a culture & economy?
- Can we create, *The Consortia*, a non-profit that complements other economic development initiatives in a city including an...
  - Intellectual Property Database & Clearinghouse
  - Institute for Product & Industrial Design
  - National Center for Primary Job Creation

\*ASU President Michael Crow’s interview, “The New Economy.”

[https://www.youtube.com/watch?v=H3wR4\\_Vrowc](https://www.youtube.com/watch?v=H3wR4_Vrowc)

\*\*Dee Hock, “Birth of the Chaordic Age,” 1999

\*\*\* Margaret Wheatley, “Leadership and the New Science,” 1992.

## NATIONAL DESTINATION

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### WHY US? ... WHY NOW???



#### Why...

Our X-Factor engages 24/7 accessing high impact talent, shaping, and scaling their hunches by leveraging intellectual property that accelerates America's capability to craft sustainable economies, a viable middle-class and resilient 21<sup>st</sup> century democracies amidst diverse cultures internationally.

#### How...

- **Outward Focus** complementing an inward focus.
- **Access "High Impact Talent"** through a distributed system.
- **Influence versus Control...** "Invisible yet Influential".
- **Initiate & Collaborate** with next generation technologists & inferential decision makers.
- **Invest & Leverage** sustainable economic assets locally and internationally.

#### What...

"Let...the legacy begin!"

William R. Wilkie

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