# 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 Consortía*, 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

<sup>\*</sup>ASU President Michael Crow's interview, "The New Economy." https://www.youtube.com/watch?v=H3wR4\_Vrowc

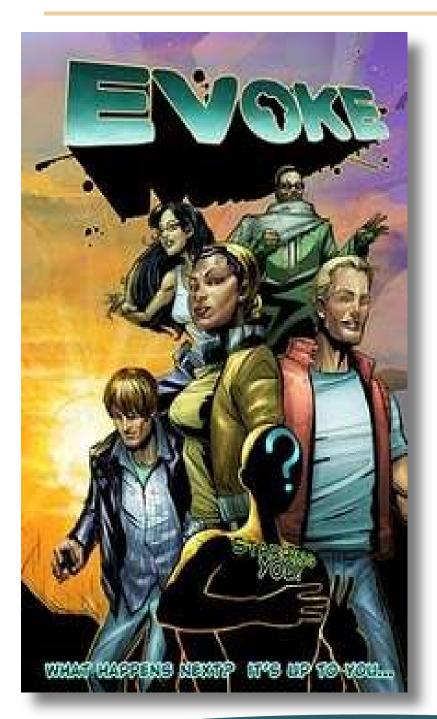
<sup>\*\*</sup>Dee Hock, "Birth of the Chaordic Age," 1999

<sup>\*\*\*</sup> Margaret Wheatley, "Leadership and the New Science," 1992.

### NATIONAL DESTINATION

Outcomes & Strategy

# 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!"

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