



Brown County Leadership Co-Operative

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A cooperative (also known as co-operative, co-op, or coop) is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations. (Wikipedia)

Value Proposition: Promote success, raise awareness, support volunteers, provide support and Leadership for improvement via (1) SWOT, (2) Strategic Planning with Stakeholders, (3) Project Management

Premise

- Anyone that has made and sustained a change have integrated four basic components:
 - Motivation - Identified a need or a want.
 - Action – Took action until they achieved what they desired.
 - Feedback – Identified a way of assessing results.
 - Learning – Developed knowledge and lessons learned; likely shared their success story with others.
- Integrating these four components within a shared framework for strategic planning and project management will help us develop, promote, and sustain a collaborative leadership capability within the County.

Assessment – SWOT

- Identify the situation – organization, issue, idea
- Along with Stakeholders, address the following questions:
 - What are **S**trengths (Accomplishments, successes, pros, advantages, positives, things going right...)
 - What are the **W**eaknesses (Things not going so well, gaps, disadvantages).
 - What are the **O**pportunities (possibilities, challenges, things that could be better) ?
 - What are the **T**hreats (Challenges, How can things get worse)?

Example: Brown County SWOT -included in HCI Presentation – See Enclosure Slide 12

Strategic Planning with Stakeholders

- Identify the Opportunity (See SWOT)
- Identify the Need (s)
- Identify the Mission (Purpose, What are you/others going to do, provide)?
- Identify Vision (Why are you doing it, what difference do you want to make?)
- Identify Values
- Identify Stakeholders, their needs, expectations, feedback
 - Direct – who receives the product / service?
 - Internal – Who provides the produce/service?
 - Indirect – Who else is effected or interested ?



Strategic Planning with Stakeholders continued ...

What are the Goals?

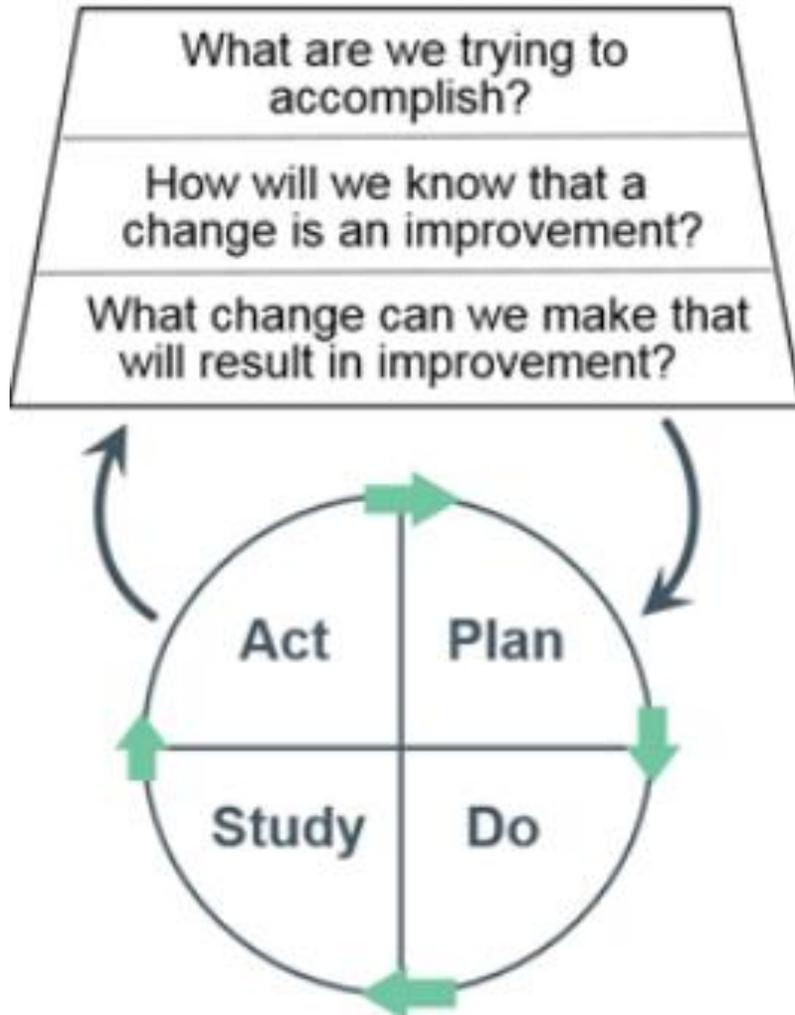
- The purpose toward which an endeavor is directed.
- The result or achievement toward which effort is directed or aimed.



What are the “S.M.A.R.T.” Objectives for each Goal ?

- **S**pecific, **M**easurable w/Measurement, **A**chievable, **R**elevant, **T**ime-Oriented

Model for Improvement



Project Management

- PLAN. What is needed to bridge the gap between the current situation and desired outcomes?
- DO. What are action need to be taken, when, by whom?
- STUDY – What feedback will be used to assess results?
- ACT – What are the next steps?

[Introductory Video – PDSA Daily Life](#)



Summary

- Shared vision
- Common Language
- Standardized Approach
- Leadership Support
- Continuous Improvement in making progress towards the vision

ENCLOSURES

Group Discussion – Examples

[Backpack feeding program grows - Brown County Democrat](#)

- “About 60 more Brown County children were able to help feed their families this semester. One Wednesday in December, 99 backpacks were packed for children to take home from school for the weekend.”
- [Birth to Five](#): *Services for children, aged birth to five, and their families in Brown County.*

[Family turns son's addiction battle into positive for ...](#)

- Caleb died Labor Day weekend last year after a battle with drug addiction. Now Michelle and Cory want to help others in Brown County break their addictions in the same place Caleb lost his life. "There was so much sadness with this building," Michelle said about house they used to call home.

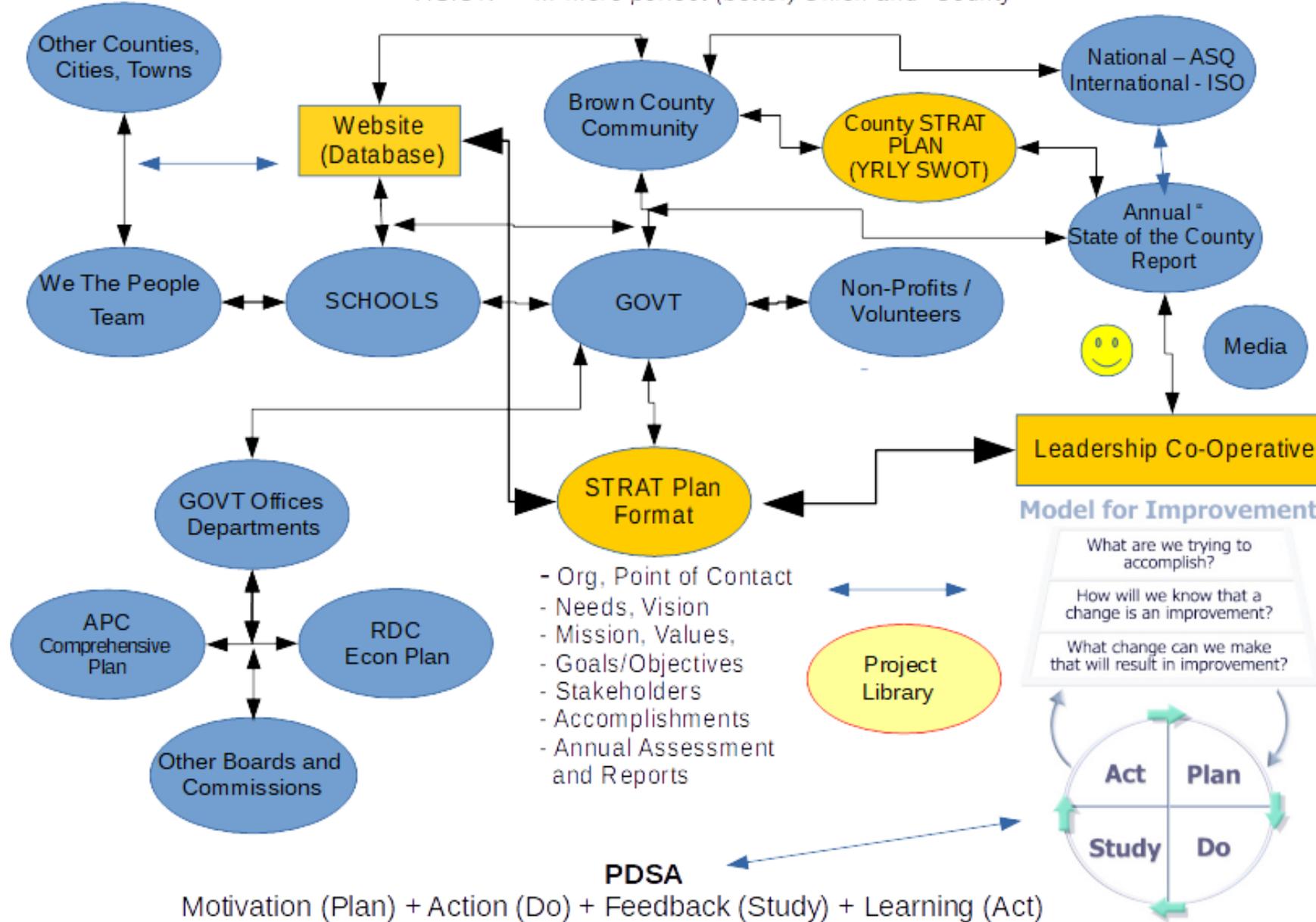
Brown County Redevelopment Commission (RDC) – [Economic Development Strategic Plan](#)

- “ ... today’s economic development policy ought simply to focus on making life better for residents who have chosen to remain. since 2000 only 11 Indiana counties have grown faster than the nation as a whole, with all but one casino county in metropolitan areas. Just last year fully 53 Hoosier counties lost population. The painful truth is that 80 or more Indiana counties are in absolute or relative decline. Ref: [Michael Hicks, Economist, Ball State](#)

CONNECTING THE COMMUNITY

VISION " ... more perfect (better) Union and "County"

Version 4.1



Our Community - SWOT

Strengths	Weaknesses
<ul style="list-style-type: none">• Quality of Life• Excellent Schools, Career Resource Center• History of Successful Projects & Leadership• Acceptance of CVIs – a sense of urgency	<ul style="list-style-type: none">• Communication is No. 1• Strategic Planning and Governance• Need to Expand Economic Base
Opportunities	Threats (Challenges)
<ul style="list-style-type: none">• Sustainable and Collaborative Leadership• Build on Past Successes• Tap the passion and potential of the citizenry	<ul style="list-style-type: none">• Economic Sustainability• Competition for people and jobs• Community Support for Development

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Ver 3.0

VISION: We the People in order to form a more perfect (better) Union (County)



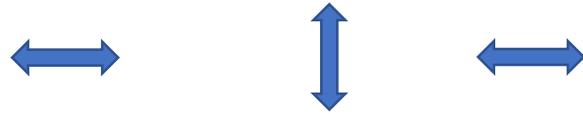
Assessments

	Helpful	Harmful
Internal	Strengths S	Weaknesses W
External	Opportunities O	Threats T

Strategic Planning
with Stakeholders



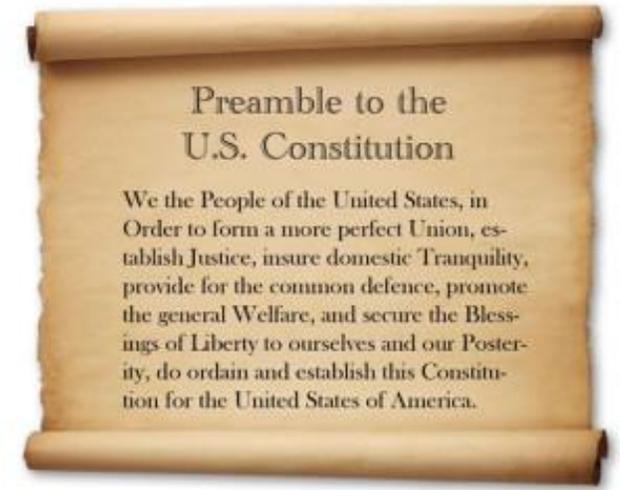
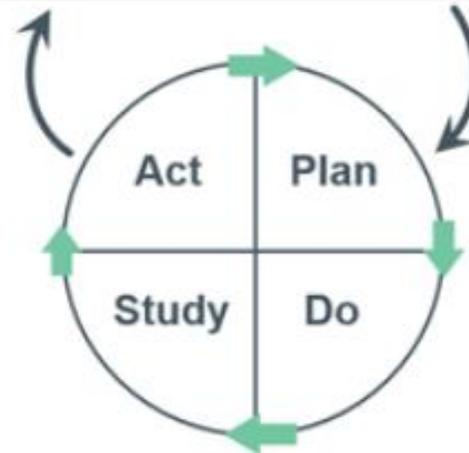
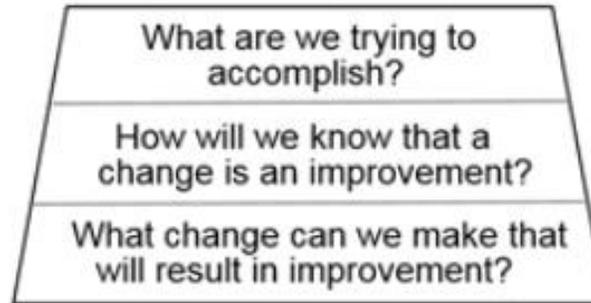
Process



Purpose

Project Management

Model for Improvement



Brown County - Examples

Successful Programs and Projects in Brown County

- South Central Indiana – [United Way 2-1-1 Resource Database.](#)
 - [Brown County 2018 Quarter 2 Results](#)
- [GuideStar ” ... the most complete, up-to-date nonprofit data available“](#)
- [Brown County League of Women Voters – Who’s Where in Brown County “Stakeholders”](#)