“to become a top-ten city...”

“... the best-managed City in the country.”

“... to serve the people...”
“To bring inspiration and innovation to every athlete in the world.”

Nike
“Lighting the Way to Financial Well-Being.”
“Preeminence isn’t about rankings. It’s about our shared purpose to create a better world.”
126k citizens
44% between ages 20–35
12% born in foreign country
9% have a disability
5% veterans
47k households

40% families
38% homeowners
7% occupied by senior resident living alone
1. Quality of Life
2. Public Safety
3. Environment
4. Effective Government
5. Economic Development
6. Transportation
4.3% unemployment rate

$32k median annual income

36% below poverty level

18k with no higher education
Is this our best Gainesville?
has our strategic plan affected the positive change desired by the community?
how can we approach big challenges differently so positive change is evident in citizens’ lives?
YOUR FUTURE IS CREATED BY WHAT YOU DO TODAY NOT TOMORROW

-Robert Kiyosaki
what do we do?
**Mission**

*What we do*
- Operating a business
- Strategic
- Motivational
- Creates “buy-in”
- Provides focus
- Building a company
- Laying bricks
- Parking cars

**Purpose**

*Why we do it*
- Sharing a dream
- Cultural
- Aspirational (True North)
- Instills “ownership”
- Fuels passion
- Building a community
- Building cathedrals
- Creating happiness
so, why?
Always design a thing by considering it in its next larger context -- a chair in a room, a room in a house, a house in an environment, and an environment in a city plan.

EERO SAARINEN, ARCHITECT
Ideate

Frame Opportunities

Brainstorm Ideas

Inspire

Implement
SIMULATION
The town of Los Verdes’ recycling program has stalled.
Mayor Brian Johnson introduced residential recycling when he came into office two years ago.

Los Verdes is not densely populated; recycling efforts are expensive and energy intensive.

The state university, which is home to 10,000 students, recycles 75% of its waste, the highest level of recycling in town.

In an effort to accelerate success, Mayor Johnson has created a project for our innovation teams.
DEFINE THE CHALLENGE
Given the background information of Los Verdes and the goals for Mayor Johnson, which of the following will lead to the best outcome for Los Verdes?

1. Increase participation in Los Verdes’ recycling program from 40% to 50%

2. Make Los Verdes the recognized green leader by solving all of its current and future environmental problems.

3. Increase sustainable behavior among Los Verdes’ citizens.
OBSERVE PEOPLE
What people say they do and what they actually do are often different...
Jennifer is a self-proclaimed “sustainability freak.” She is passionate about saving the environment and wants to pursue a career in sustainable environmentalism. She has captured photographs and captioned them to show the moments from her typical day that she feels represents her range of earth-friendly behavior.
Chris describes his lifestyle as ‘earth-unfriendly’. He knows that there are many things that he could do differently to be more eco-friendly but he is complacent about what he calls “my laziness.” He has captured photographs and captioned them to show the moments from his typical day.
What can you observe in this photo taken by Jennifer?

I observe that Jennifer...
What can you observe in this photo taken by Chris?

I observe that Chris ...
FORM INSIGHTS
Observation
What - the facts

Insight
Why - the interpretation
A good insight is...

**AUTHENTIC**
It should be supported by the observations that you made.

**NON-OBVIOUS**
The insight should be “news you can use,” not just something someone would immediately think of when describing the subject.

**REVEALING**
It offers a glimpse into how people think or feel.
Observation to Insight:
Los Verdes Example

**Observation**
Jennifer saves her old bed frame in order to give it to someone else.
Chris saves his old clothes to give them to Goodwill.

**Insight**
People are motivated to re-use or recycle their belongings in order to help other people, not just by a desire to save the planet.
NEXT STEPS
Hello
Prioria