

Agenda

June 13

8:30 - 9:00 am

Registration

9:00 - 10:30 am

Managing for Excellence: An Introduction to Managing Economic Development Organizations

Successful Economic Development Organizations (EDOs) are distinguished by their ability to be innovative in their program activities and to quickly react to changes in the marketplace. To do this, an EDO manager or Executive Director must engage the board of directors and staff to create an efficient and effective organization. Participants will be introduced to the various aspects of EDO management, with an eye toward achieving organizational excellence.

10:30 - 10:45 am

Break

10:45 am - Noon

Defining an Organization's Identity

Before embarking on ambitious plans for community improvement, EDO leaders must first determine “who” or “what” the organization is. In order to plan for where you want go, you must know where you are. In this session, participants will look closely at the structure of their own organizations, including formal components such as value and mission statements and less tangible elements like organizational culture and communication styles.

Noon - 1:15 pm

Lunch on your own

1:15 - 2:45 pm

Envisioning the Future

An effective organization has a clear sense of itself and where it wants to go. It can clearly articulate its direction, purpose, goals and rationale for the actions it is pursuing. This session will examine strategic planning and how EDO leaders can best facilitate that process among stakeholders and the Board of Directors.

2:45 - 3:00 pm

Break

3:00 - 4:30 pm

Serving the Customer

EDOs have different ways of defining their customers. Some may see city hall as the primary customer, others business leaders or the community as a whole. All EDOs should have a clear sense of who their customers are and what they expect. If the customer's perception of your organization is positive, i.e., they perceive you will offer them a quality product, they are likely to continue to do business with you. This session will focus on how organizations can meet and exceed consumer expectations.

June 14

9:00 - 10:15 am

Improving Internal Processes

In order to better serve the customer, it is important to closely explore the organization's internal processes. This session will look at ways for EDOs to best align organizational processes toward delivering customer value. In addition, participants will identify methods that will help structure meetings and develop trainings so that employees are able to work collaboratively to solve problems and deliver results to the customer.

10:15 - 10:30 am

Break

10:30 - 11:45 am

Defining Leadership

EDOs need strong boards to provide strategic leadership and to leverage resources. Unfortunately, many boards fall short of their full leadership potential. How can the expertise and experience of board members best be utilized? This session will explore some of the pitfalls of board management and look at various strategies to fully engage board members in developing and implementing a strategic agenda.

11:45 am - 1:00 pm

Lunch on your own

1:00 - 2:15 pm

Measuring Performance / Case Study

With internal processes improved, how can an organization know if the changes are having an impact on performance? To do this, EDO managers employ a number of tools to monitor day-to-day progress, assess performance and most importantly, measure community impact. In this session, participants will review the steps for successful achievement of outcome-based performance in an organization.

2:15 - 2:30 pm

Break

2:30 - 4:30 pm

Organizational Ethics: Focus on EDOs

As organizations and institutions evolve, underscoring the need for regular education about acceptable conduct in the profession and the organization is needed to ensure long-term growth and development. This session will focus on ethics and EDOs and it help participants work through case studies to better understand ethics and economic development.

4:15 - 4:30 pm

Wrap-up/Evaluation/Certificates

*** Agenda subject to change**

****PLEASE NOTE:** In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly.**