

Sustainable

Green to Sustainable, and now
Sustainable and Resilient



Green: A Color



Green: A Movement



Sustainability



Sustainable & Resilient



Resilience: According to Rand

- Community resilience is a measure of the sustained ability of a community to utilize available resources to respond to, withstand, and recover from adverse situations.
- Resilience-building activities integrate the non-profit and for-profit sectors in public health and emergency preparedness, infrastructure protection, and the development of economic recovery programs.



Economic Development

From Jobs and Tax Revenue Growth
to Prosperity



Economic Development: Jobs



Economic Development: Tax Revenue



Economic Development Success

- Growth in Assessed Value – Residential, Commercial – perhaps the ratio of Commercial to Residential
- Numbers of jobs created or retained
- Numbers of economic development agreements executed
- % of businesses interacted with that rate the quality of support they receive from Economic Development as good or better
- % of start-up businesses that economic development has interacted with that are successful in five years
- % change in Sales Tax Revenue



Prosperity



Communal vs. Individual Success

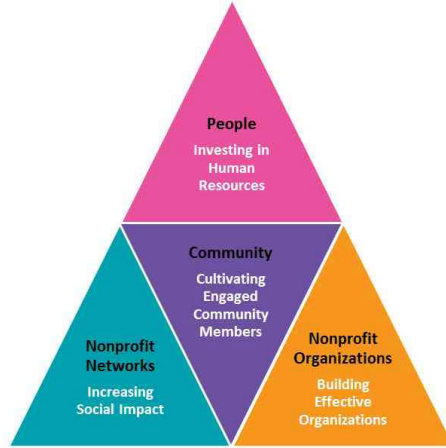
- Percent change in individual income
- Percent change in household income
- Percent change in families living at or below the poverty line



Steps Towards Prosperity



Prosperity Framework



Problem Solving

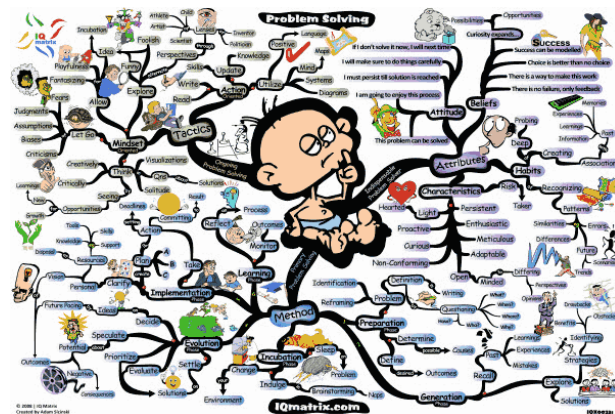
Asset Building



Problems



Complex Problem Solving



Strength Based Approach



Asset Building



Appreciative Inquiry

- More than jargon
- Philosophy: *Appreciative Inquiry is based on the assumption that organizations change in the way they inquire*
 - an organization which inquires into problems or difficult situations will keep finding more of the same;
 - an organization which tries to appreciate what is best in itself will find/discover more and more of what is good.



Balanced Approach



Balanced Approach

- Think of a recent problem in your organization?
 - What was your approach to solving it?
 - Were you successful?
- If you had taken an “asset-based” approach – what would you have done differently?
 - Process?
 - Substance?
 - Outcome?



Wellness

Well-Being



Employee Wellness

- Health Fairs
- Employee Assistance Programs
- Health Challenge



Well-Being

- Well-Being Defined:
 - a positive state in which each employee is able to function at or near their optimal level
- Do we have a responsibility?
- Do we have a role?



Well-Being



Remembering Maslow



Maslow on Individuals



Self-Actualization: morality, creativity, problem solving, lack of prejudice, acceptance

Esteem: self-esteem, confidence, achievement, respect for self and others

Belonging: friendship, family, intimacy

Safety: security of the body, of employment, of resources, of the family, of health, and property

Physiological: basic human functions – breathing, food, water, sleep, homeostasis, excretion



The Community Parallel



Self-Actualization: individuals of the community participate fully and thoughtfully in their government and drive policy that reflects their values. Evidence of morality, global consciousness exists local policy.

Esteem: local government implements, creates and is rewarded and recognized for best practices; admired by others; productive relationships between governments, institutions, the private and non-profit sectors

Belonging: sense of community, stability, neighborhood vitality, and resident engagement

Safety: residents feel safe, infrastructure is maintained, there is evidence of financial planning

Physiological: focus on traditional core functions, survival as an independent unit of government



Does Maslow Apply to Communities?

Status	Related Policies and Services
Self-Actualization	
Esteem	
Belonging	
Safety	
Physiological	



Maslow and Emerging Conversations



The Connection

- Sustainable
 - Resilient
- Economic Development
 - Wealth and Prosperity
- Wellness
 - Well-Being
- Problem Solving
 - Asset Building



Thank you!

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