

# Are you ready for Building Communities?



## **BUILDING COMMUNITIES IS READY FOR YOU!**

### *Building Communities:* *25 Strategies to Advance America*

revolutionizes the way that communities envision and enact their future.

Generic vision statements and SWOT analyses are replaced with a menu of 25 executable economic development strategies, 85 key success factors from which to base the viability of each strategy, and scores of essential action steps designed to jumpstart the implementation phase of the planning process.

No longer will the loudest voices dominate the process and outcomes. No longer will community leaders have to guess about plans for their future.

**Building Communities** also offers three new theories that explain why communities are hardwired to either succeed or fail at economic development.

Finally, not only does **Building Communities** offer tools and theories, but it also offers a comprehensive procedure—a seven step process that guides community leaders into implementing this new, comprehensive, objective, and expeditious approach to economic development strategic planning.

Is it time for your community, county, or region to utilize this effective, comprehensive approach to envision and enact its future?

**Building Communities is ready for you.**

### Conference and Workshop Speaking



One of the top priorities of any conference is to leave the conference delegation inspired to do their job better than ever.

With over 20 years in the field of community and economic development, Brian Cole has a wealth of practical first-hand knowledge of the day-to-day opportunities and challenges facing economic development professionals.

Brian has a host of topics that are ideal either as a keynote presentation, workshop discussion—or both.



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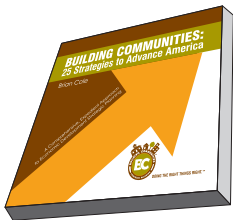
Keynote messages can include:

- Community Development Capacity: which stage is your community in?
- The underlying dynamics for economic development success
- The 25 Strategies: picking the right path for your community
- Community Motivation Personality Test: the attitude to succeed

Workshop topics include:

- Applying the key success factors to your community
- Assessing your capacity to implement strategies
- The Building Communities economic development strategic planning process
- Assessing Development Capacity: a step-by-step approach

Public speaking is a passion for Brian. Liven up your next conference or event with some hard-hitting, deeply-engaging dialogue.



## The Book

### *Building Communities: 25 Strategies to Advance America*

is a must-read for every civic leader and locally-elected leader in America.

With economic indicators beginning to turn positive across the United States, American communities have an opportunity in 2010 and 2011 that they did not have in 2009 and late 2008: creating jobs.

The questions are: How can communities target industries to create jobs? How do communities know that they have targeted viable strategies and industries? What plan should they put in place to succeed?

***Building Communities*** is a new community-based economic development strategic planning methodology that ensures that American communities will select strategies that stand the greatest likelihood of success for them.

No longer will communities have to guess about their probable path to success. No longer will communities fall into the same trap of doing the same unsuccessful strategies over and over again. No longer will the loudest voices dominate the direction of American communities—only the smartest ones will.

Building Communities offers an objective, comprehensive, and expeditious approach to envisioning and enacting the future of American communities.



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## About Brian Cole

Ever since a fateful August 1985 evening when Brian Cole attended a Kelso, Washington City Council meeting, **Brian has had a fascination with how communities work—and don't work.**

This interest has lead Brian into the field of community and economic development. Beginning in 1987, Brian served as the first-ever **economic development director** for Baker County Oregon.

After 6½ years of serving the rural eastern Oregon county, Cole served five eastern Oregon counties as **Regional Development Officer** for the Oregon Economic Development Department. It was during that period that Cole witnessed the varying capacities of communities to envision and enact their future and wrote the *Four Stages of Community Development Capacity* model.



### Brian Cole

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Yearning to delve back into community and economic development from a first-hand/implementation standpoint, Cole was elected **chairman of the county board of commissioners** where he led county government operations and set the tone and direction for the county at-large.

Cole **founded a consulting company** in January 2003 to *Help Communities, Businesses, and Organizations to Succeed*. He assists with many community and economic development practices and strategies.

Cole **founded *Building Communities, Inc.* and wrote *Building Communities: 25 Strategies to Advance America*** in 2010 in order to provide a new, objective, comprehensive, and expeditious approach for communities to envision and enact their future. Cole's vision is to transform the way that economic development strategic planning is done in America.



DOING THE RIGHT THINGS RIGHT™