My Plan for the Next Hour

A little about me and a little about you

Rural/Urban Divide and why it matters

What we can do about it

Wrap-up

20 min  10 min  25 min  5 min
I grew up rural

Teeny Tiny Rural
To punish me for my contempt for authority, fate made me an authority myself

– Albert Einstein
MANIFESTO

WE ARE FEARLESSLY OPTIMISTIC PEOPLE LIVING IN RURAL COMMUNITIES.

WE BELIEVE THAT ENTREPRENEURSHIP IS A VEHICLE FOR CHANGE AND A MINDSET OF GROWTH.

WE DON'T FEAR THE FUTURE. WE HAVE FAITH IN IT.

CONSTRAINTS ARE SIMPLY CATALYSTS FOR INNOVATION.

TODAY WE HAVE THE OPPORTUNITY TO TRANSFORM, AUGMENT, INNOVATE AND CONNECT LIKE NEVER BEFORE IN HISTORY.

WE ARE CHANGING THE COURSE OF RURAL COMMUNITIES WITH OUR OWN WIT, WISDOM AND INGENUITY.

WE ARE LIVING RURAL ON PURPOSE.
What do we all want?
QUALITY OF LIFE
The Original Community Champions
Life is really simple but we insist on making it complicated.
— Confucius
How to Grow a Community

01 KNOW
Get to know the communities that already exist. See them from their own perspective. Validate.

02 CARE
Show them you care about their well-being. Be engaged with them. Demonstrate investment in them.

03 CREATE
Create a relationship culture. Connect them with new members and with other groups. Give meaning to the things that you do as a community.

HOW
Ask open-ended, inviting questions
Don’t make assumptions
Identify their needs & values
Follow opportunities

HOW
Give them your attention
Empathize
Welcome vulnerability
Be on their side

HOW
Do memorable things together
Celebrate and promote milestones
Give the gift of belonging
Create a culture of inclusiveness
Maslow's hierarchy of needs
Thermometer

Thermostat

Thermometer
My leadership work is primarily done in what type of community?

- Rural
- Urban
Physiological Needs (air, food, water, shelter, sleep, clothing, reproduction)
Safety Needs (personal security, employment, resources, health, property)
Love and Belonging (friendship, intimacy, family, sense of connection)

Yes

No
Esteem (respect, self-esteem, status, recognition, strength, freedom)
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FRAMING AND RE-FRAMING
Rural and Urban
We’re two sides of the same coin
Why now?
2020
Who?
Am I rural?

Is this a trick question?
Am I Rural? – Tool

Enter address
Locate

Detect whether your specific location is considered rural based on U.S. Department of Agriculture definitions that are used as eligibility criteria for federal programs.

Using RHIhub's Am I Rural? Tool
Story
Pathways
2 BIG OPPORTUNITIES FOR CONNECTION
Nature underpins all economic activity.
Global Wellness Economy: $4.2 trillion dollars

Source: Global Wellness Institute
If progress is the legacy of urban; wellness could be the legacy of rural.
“Cities investing in the preservation, curation and development of natural spaces for wellness, by strategically partnering with rural communities, may be one of the smartest value-driven disruptions we see in the next decade.”
NEWSFLASH

Within a decade FREELANCERS will make up the MAJORITY of our workforce!
73% of millennials are now going straight into freelancing
59% of companies are now using a remote workforce in some capacity
7 in 10 Freelancers would consider moving out of the city
Recap
Where do we go from here?
Thank You!

www.ruralonpurpose.com/spokane