



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



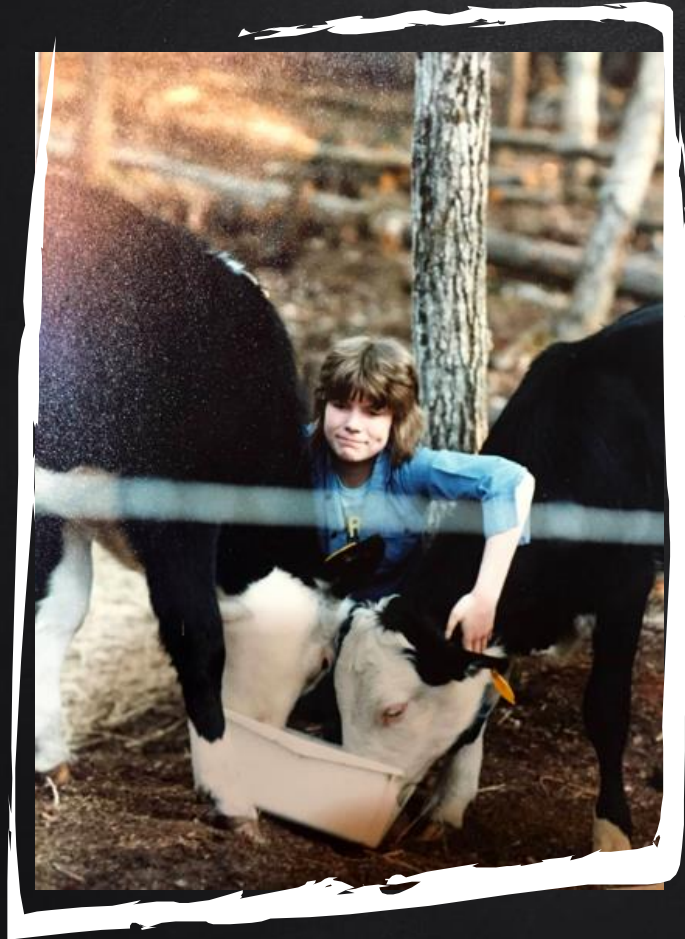
Wrap-up

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 **FEARLESSLY OPTIMISTIC** PEOPLE
ARE 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 **INNO
VATION**

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





INNOVIA

FOUNDATION

Our impact



Civic Engagement



Education and Youth
Development



Arts and Culture



Economic Opportunity



Health and Wellbeing



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.



HOW

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

02

CARE



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



HOW

Give them your attention
Empathize
Welcome vulnerability
Be on their side

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

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



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

Rural

Urban

Physiological Needs (air, food, water, shelter, sleep, clothing, reproduction)

Yes

No

Safety Needs (personal security, employment, resources, health, property)

Yes

No

Love and Belonging (friendship, intimacy, family, sense of connection)

Yes

No

Esteem (respect, self-esteem, status, recognition, strength, freedom)

Yes

No

Self-actualization (desire to become the most that one can be)

Yes

No

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?

[Online Library](#)[Topics & States](#)[Rural Data Visualizations](#)[Case Studies & Conversations](#)[Tools for Success](#)

Am I Rural? – Tool

[Help](#)[Locate](#)

Determine whether your specific location is considered rural based on [USDA definitions](#), including definitions that are used as eligibility criteria for federal programs.

Using RHIhub's Am I Rural? Tool



STORY





PATHWAYS



2 BIG OPPORTUNITIES
FOR CONNECTION



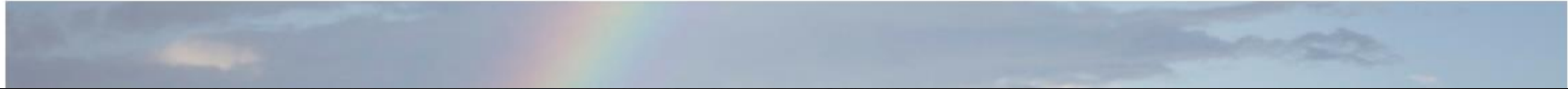
[Global Agenda](#)

[Environment and Natural Resource Security](#)

[Sustainable Development](#)

[Geo-economics](#)

How much is nature worth? \$125 trillion, according to this report



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

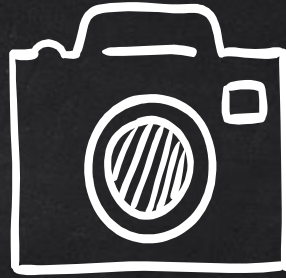
WHERE DO WE GO
FROM HERE?







THANK YOU!



www.ruralonpurpose.com/spokane