

IS YOUR COMMUNITY READY FOR TRANSFORMATIONAL CHANGE?

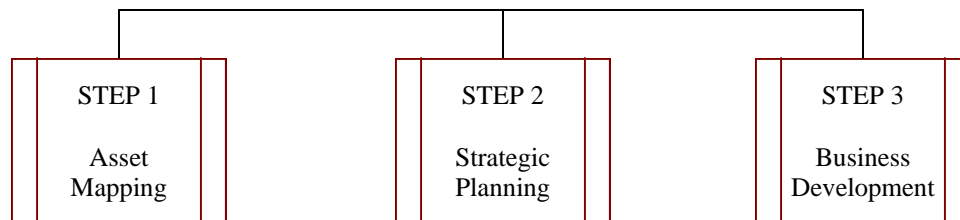
**IF SO, MONICA KNIGHT'S COMMUNITY INTERVENTION PROGRAM
MAY BE THE RIGHT STEP AS YOU SET YOUR ROADMAP FOR THE FUTURE.**

Monica is a successful Community Economic Development (CED) Practitioner who has worked on both short and long term community projects in Saskatchewan communities such as Wakaw, Mortlach, Lafleche and Gravelbourg.

CED advocates action by the people living within a specific geographic community or group of communities, to create local economic opportunities and improve quality of life. It is focused squarely on growing the community from "the inside out". CED (and Monica) recognizes that local challenges and opportunities are as varied as the individual communities themselves.

As a catalyst for transformational change, Monica facilitates the CED process by immersing herself in a community or region and using knowledge and resources embedded in the community to spearhead rejuvenation and sustainable growth. The key to community economic development is ensuring that the process is inclusive and participatory. Results of community economic development may include developing entirely new businesses or industries, adding value to existing sectors, strengthening capacity, and improving local infrastructure to help communities achieve their full economic potential.

COMMUNITY INTERVENTION PROGRAM



STEP 1 Asset Mapping

Mapping community assets involves 1) collecting an inventory of all the good things about the community or region; 2) ranking the most valued aspects of community; and 3) discovering the reasons why people place high value on these assets. Monica will also assess the community's needs and expectations as a component of this process which will include research into municipal or regional infrastructure and policies (eg taxation).

This process and 'map' of the valued aspects of community is a necessary step in order to strategize on how to build on these assets in order to sustain and enhance them for future generations. The process of asset mapping provides a critical element of community development – the engagement of people in the shaping of their community.

Asset mapping as a process has the potential to be inclusive of all community dimensions and interests, and can be a starting point for various initiatives in STEP 3—Business Development. Asset mapping is a process that works particularly well in both rural areas and small towns in Canada and celebrates the 'differences' between communities.

Monica will compile an asset registry of community, economic, tourism and human resources—as well as align the key community players into a team.

STEP 2 Strategic Planning

There is a truism that has been proven time and time again: "A failure to plan is a plan for failure."

The strategic planning phase of Monica's three step community intervention incorporates traditional planning fundamentals and the generation of innovative and creative ideas to rejuvenate the community—based on its assets. The development of the plan must involve those who can affect the success or failure of its implementation. No doubt there will be some individuals who will say that economic development planning is "a waste of time, with nothing to show at the end but a piece of paper." However, the truth is that successful communities do engage in planning. Those communities who have a plan have a head start on those who do not.

NOTE: At this point Monica will arrange linkages with other successful community leaders in the province who have indeed turned their dreams into realities.

The end result will be development of a community strategic plan containing realistic, sustainable goals as well as ACTION PLANS - to convert those goals into reality. Action Plans will have associated responsibilities, benchmarks and accountabilities identified.

Determining an effective and appropriate 'community positioning to drive future business attraction efforts will also be identified, with the input of community leaders, and documented in a short term Marketing Plan.

STEP 3 Business Development

This phase involves the mobilization and motivation of community stakeholders. Monica 'shines' in STEP 3 as she orchestrates the "selling" of the strategic plan to all groups in the community (eg: service clubs, youth). This will involve a minimum of one keynote presentation to targeted community members.

Monica will personally spearhead one specific community project that sets the bar for innovative change. This may include implementation of a fundraising event.

Before wrapping up the community intervention assignment, Monica will ensure that key community stakeholders are trained and prepared to lead, organize and manage the 'ongoing' process of community transformation.

EXAMPLES OF A POTENTIAL FEE STRUCTURE

OPTION 1—One Day

- ◇ Includes initial contact discussions with key community leaders prior to visiting the community.
- ◇ Meetings during one day with all key players and groups.
- ◇ One keynote presentation to community stakeholders.

OPTION 2—Two to Three Days

- ◇ Includes initial contact discussions with key community leaders prior to visiting the community.
- ◇ Meetings during one day with all key players and groups.
- ◇ One keynote presentation to community stakeholders.
- ◇ Development of a summary community strategic plan.
- ◇ Mobilization/training of key stakeholders.

OPTION 3—Five Days

- ◇ Includes initial contact discussions with key community leaders prior to visiting the community.
- ◇ Meetings during one day with all key players and groups.
- ◇ One keynote presentation to community stakeholders.
- ◇ Development of an in-depth community strategic plan
- ◇ Spearheading of a 'hands on' community project
- ◇ Implementation of a community fundraising event
- ◇ Mobilization/training of key stakeholders.
- ◇ Provision of linkages and networks to successful community leaders in Saskatchewan.

OPTION 4—Five Days plus a three to six month retainer agreement

- ◇ Includes initial contact discussions with key community leaders prior to visiting the community.
- ◇ Meetings during one day with all key players and groups.
- ◇ One keynote presentation to community stakeholders.
- ◇ Development of an in-depth community strategic plan.
- ◇ Spearheading of a 'hands on' community project.
- ◇ Implementation of a community fundraising event.
- ◇ Mobilization/training of key stakeholders.
- ◇ Provision of linkages and networks to successful community leaders in Saskatchewan.
- ◇ **Follow up consultation to assist in meeting key deliverables.**

Often called the "pied piper of the Prairies", Monica brings a non-traditional and catalytic style of development to communities. References from those who have followed her music to successful rejuvenation and revitalization of community assets, are available on request.

