

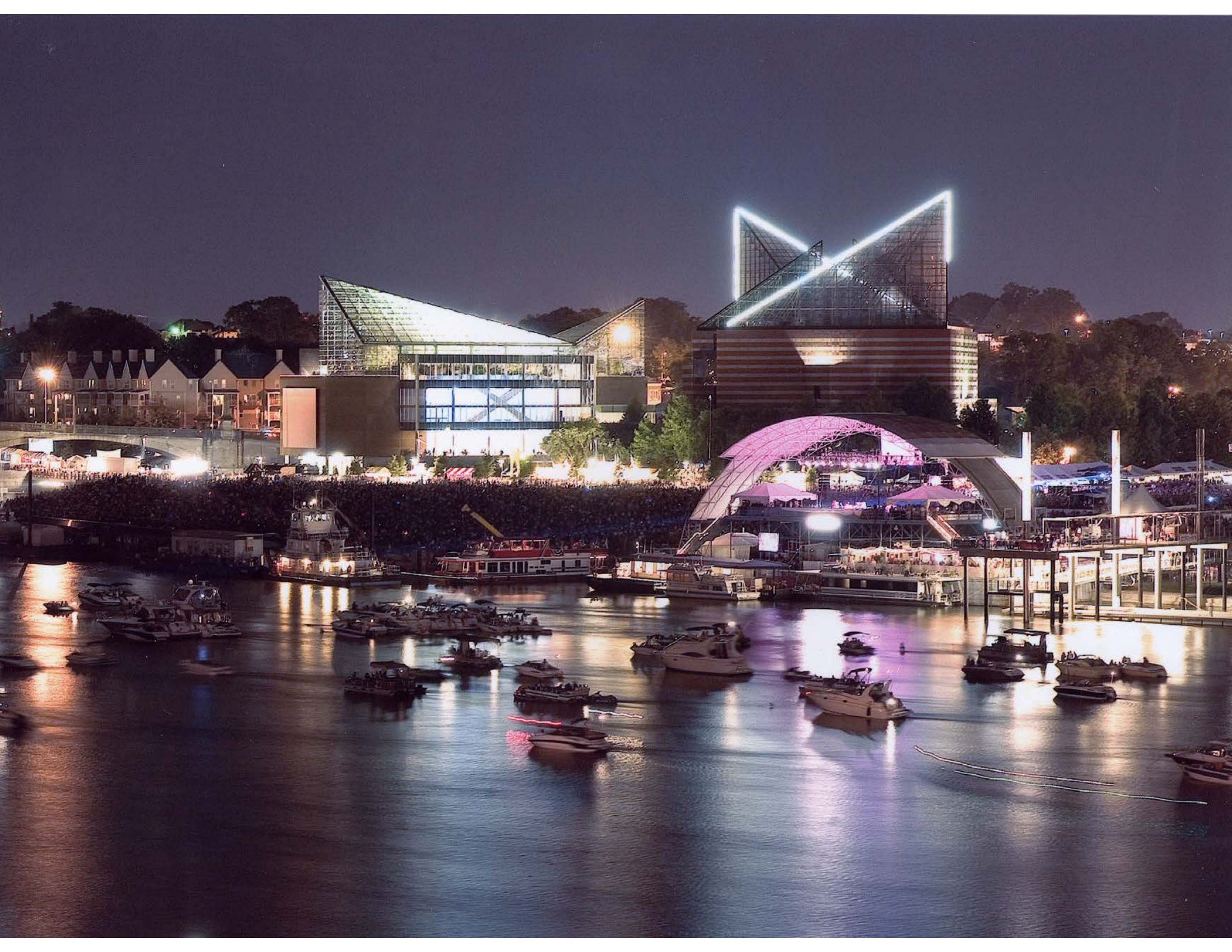
**“If we all did the things we are really capable of doing, we would literally astound ourselves...”**

**–Thomas A. Edison**

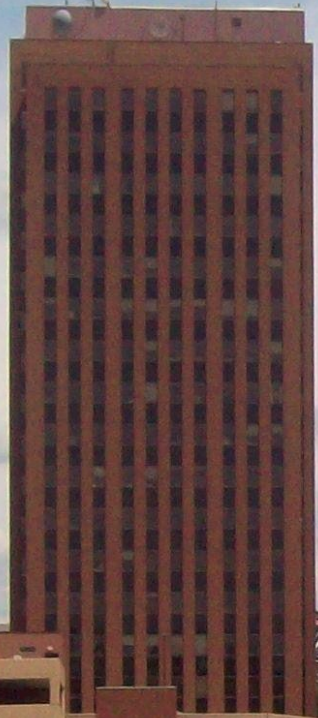
**Hi, I'm Josh.**

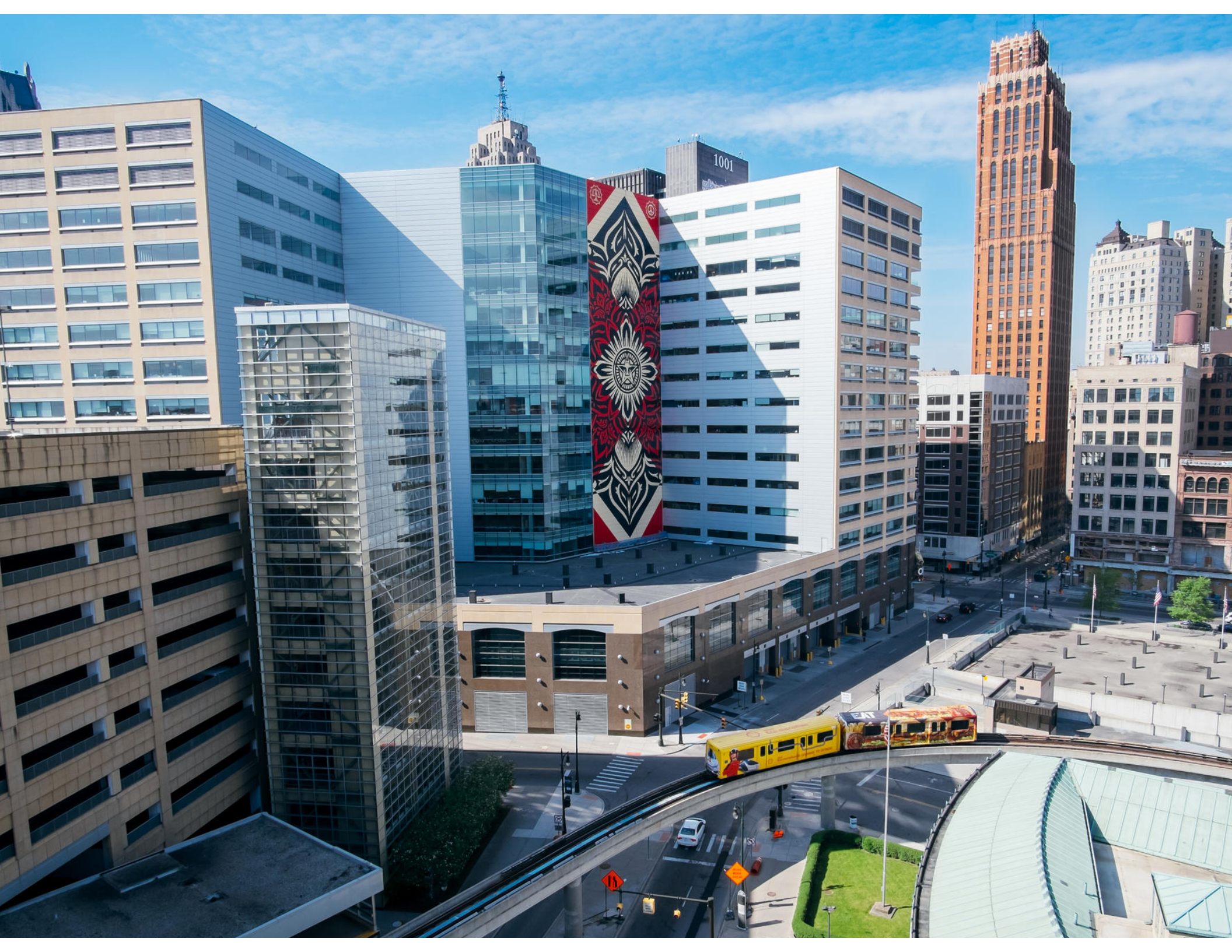
**A little about me...**

**My work is focused on post-  
industrial communities.**











**I have a mini-me.**



**I was raised in a community of  
about 3,000 people.**



**I work with an entrepreneur.**

THE DEFINITIVE RANKING OF THE RICHEST PEOPLE IN AMERICA

SPECIAL EDITION

# Forbes

THE POWER  
BROKER

DAN GILBERT  
AND HIS  
BILLION-DOLLAR  
HOMETOWN  
MAKEOVER

400  
THE  
FORBES



**I am an entrepreneur.**





**I'm mildly obsessed with Thomas Edison.**

Ambition, Imagination, and

17 hours work day

Thomas A Edison

**That also means I'm stoked to be in  
Port Huron (but we'll get back to that).**

**I'm here to share some thoughts  
(likely controversial) on how to  
build better communities.**

**First, a little history.**

**17 Years Ago, I met someone who  
changed my life...**



**At some point in the 1970's,  
Mai Bell stopped being a resident  
and started being a citizen.**



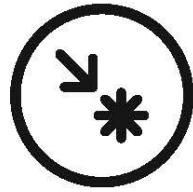
**And I've used what she and a few others taught me to help me be the change I wanted to see in my communities.**

**How?**

# **Process & Projects:**



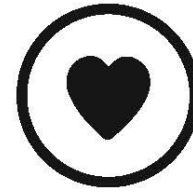
IDENTIFY CHAMPIONS



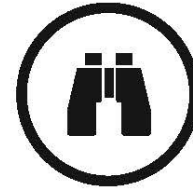
CHOOSE A PROBLEM



DETERMINE STRENGTHS



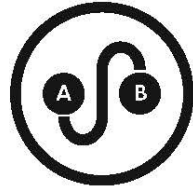
FALL IN LOVE WITH PROBLEM



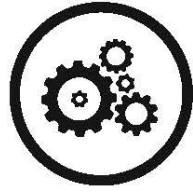
OBSERVE PROBLEM IN WILD



SET GOALS



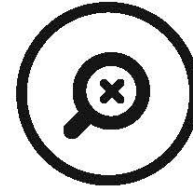
DEVELOP YOUR PROCESS



CREATE



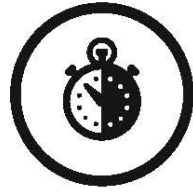
SEEK WISE COUNSEL



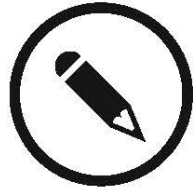
PERFORM INTENSIVE RESEARCH



BUILD A BUDGET



PLAN AN END



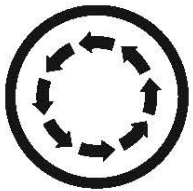
PACKAGE AND DESIGN



BUILD A COALITION



GATHER RESOURCES



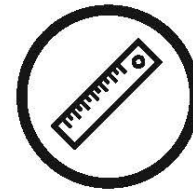
REPEAT



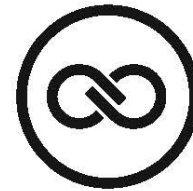
GIVE IT ALL AWAY



DOCUMENT LESSONS



MEASURE PROGRESS



ACT AND ITERATE

**A Few Examples:**

The problem:

# **Losing Talent**



The problem:

**An  $18/5$  City**





The problem:

**Ideas and No Action.**

ing for Chattanooga...  
things.

ase of our project we are going to  
e plan of how we can leverage our  
nomic resources for the benefit  
es, but for all Chattanoogaans.

.org



CreateHere welcomes you.

The logo consists of a blue square containing a white stylized 'U' with an upward-pointing arrow.

A collective rethink project.  
By Chattanoogaans, for Chattanooga.

A commitment of innovation, entrepreneurship, and  
community. Ownership is distributed and it's not  
just one person's business. Thriving in cities and spaces, in  
the past and future, is an experiment where you  
bring the economic and cultural life of a city through  
innovation, thought and action.

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The problem:

# **The Usual Suspects**



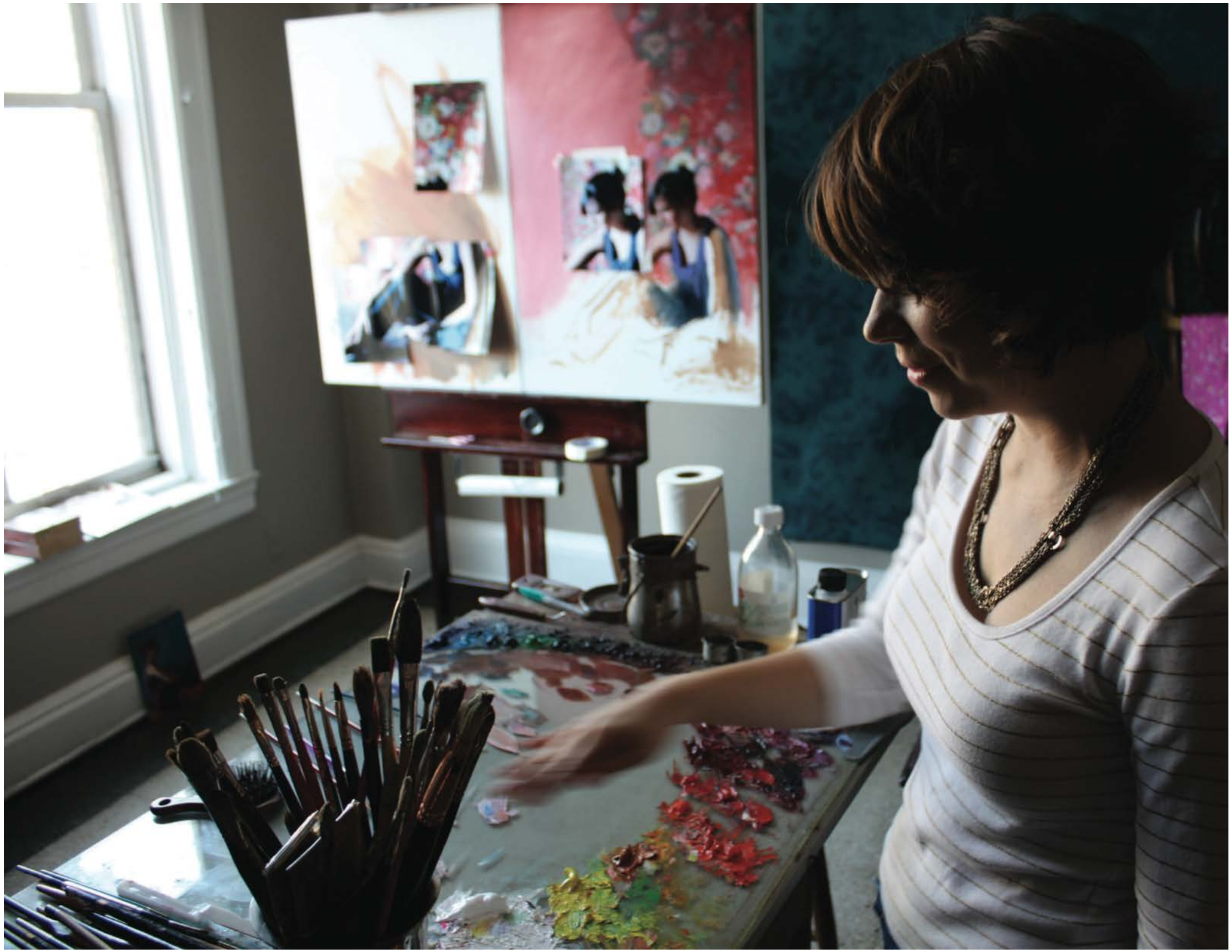




The problem:

**Artists Needed Patrons**





The problem:

**Not Enough Trees**



The problem:

# **Cancelled Opera Season**



Joe Mign  
629-9627  
Eastman  
629-0

FACE?

Central Mass • southern VT • casual digs  
Hops & Opera  
May 1, 2009

The problem:

**No Major Concerts**



The problem:

**New Talent Arriving**



1253 WOODWARD

D:HIVE  
WELCOMES YOU



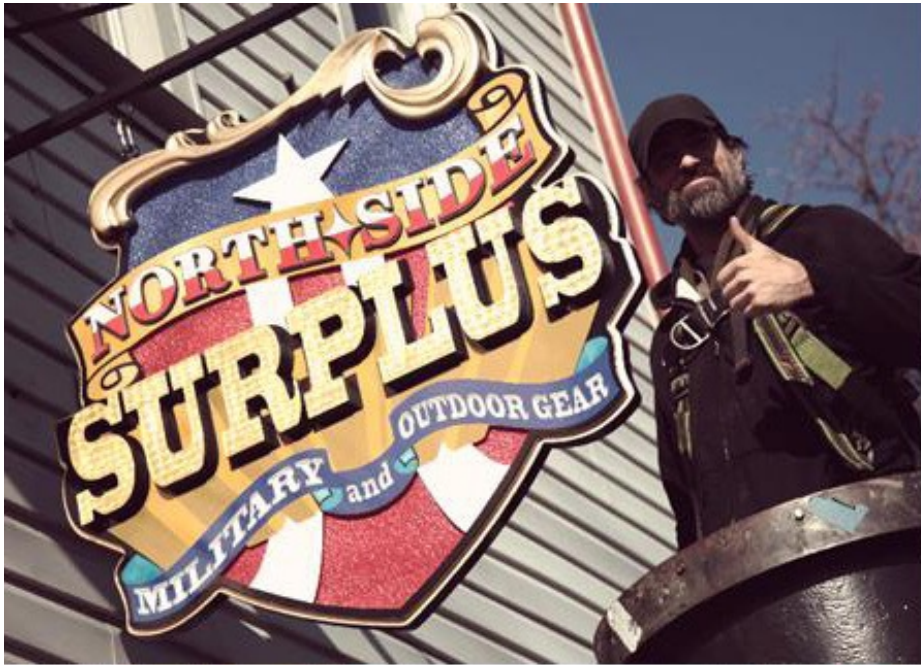
The problem:

# **Disjointed Services for Start-ups**



The problem:

# **Depressed Business Area**



The problem:

# **Economic Inclusion**



**NEIdeas**  
REWARDING IDEAS *for* BUSINESS GROWTH

*People's Choice*

SEE THEIR IDEAS AND VOTE!  
NOVEMBER 16 - DECEMBER 11

[NEIdeasDetroit.org](http://NEIdeasDetroit.org) | [#NEIDEAS](https://twitter.com/NEIDEAS)

The problem:

# **Abandoned Infrastructure**





The problem:

# **Long-term Economic Decline**



The problem:

**Detroit**

A collection of old, worn tools including hammers, axes, pliers, and gloves, arranged on a dark wooden surface. The tools are scattered across the frame, with some showing significant use and age. The background is a dark, textured wooden surface.

**"Opportunity is missed  
by most people because  
it is dressed in overalls  
and looks like work."**

Thomas A. Edison



Quicken Loans

CHASE

CHASE

OPPORTUNITY

MADE IN  
DETROIT

Quicken Loans  
Engineered to Amaze

ERNST

The opportunity:

**Your Community**

**A few lessons learned:  
Helping residents become citizens**



**“Sometimes the little things you do in life turn out to be the really big things.”**

**-William H. McManus Jr.**

# A Few Little Things Everyone Can Use:

(Little Thing No. 001)  
IN ALL THINGS, BE HOPEFUL  
& HELPFUL

(Little Thing No. 002)  
DESIGN IS NOT AN AFTERTHOUGHT

(Little Thing No. 003)  
SEEK WISE COUNSEL

(Little Thing No. 004)  
DON'T TELL STORY, DWELL IN STORY

(Little Thing No. 005)  
COMPENSATE CONNECTORS

(Little Thing No. 006)  
HONESTY IS THE ONLY POLICY

(Little Thing No. 007)  
GIVE EVERYTHING AWAY EXCEPT  
YOUR TIME

(Little Thing No. 008)  
HAPPINESS IS FOUND IN PURSUIT

(Little Thing No. 009)  
ALL THINGS MUST COME TO AN END

(Little Thing No. 010)  
SIMPLIFY

(Little Thing No. 011)  
COLLABORATE BUT BE MINDFUL OF  
COMPROMISE

(Little Thing No. 012)  
WORK ON WHAT YOU ARE

(Little Thing No. 013)  
WALLS ARE A LAST RESORT

(Little Thing No. 014)  
RETENTION LEADS TO ATTRACTION

(Little Thing No. 015)  
CHANGE IS A PLACE-BASED SPORT

(Little Thing No. 016)  
TEACH PEOPLE TO FISH

(Little Thing No. 017)  
COMMUNITY IS NOT A ZERO SUM GAME

(Little Thing No. 018)  
INVEST IN INDIVIDUALS, NOT  
INSTITUTIONS

(Little Thing No. 019)  
IDEAS ARE GLOBAL, ACTION IS LOCAL

(Little Thing No. 020)  
DON'T CONFUSE MOVEMENT WITH  
PROGRESS

(Little Thing No. 021)  
LOVE PROBLEMS, NOT SOLUTIONS

(Little Thing No. 022)  
ACT AS MUCH AS YOU THINK

(Little Thing No. 023)  
PASSION HAS A SHELF-LIFE

(Little Thing No. 024)  
PULL BEFORE PUSHING

(Little Thing No. 025)  
THERE ARE NO LAWS, ONLY THEORY

(Little Thing No. 026)  
INNOVATION IS A CROSS-  
DISCIPLINARY SPORT

(Little Thing No. 027)  
BAKE THE COOKIES RIGHT  
TO START WITH

(Little Thing No. 028)  
VISUALIZED DATA CAN DRIVE  
ACCOUNTABILITY

(Little Thing No. 029)  
REDUCTION PRODUCES FLAVOR

(Little Thing No. 030)  
INNOVATION IS APPLIED CREATIVITY

(Little Thing No. 031)  
DO THE WORK NO ONE ELSE  
WANTS TO DO

(Little Thing No. 032)  
EVERYONE IS AN LLC

(Little Thing No. 033)  
DESIGN DOWN, NOT UP

(Little Thing No. 034)  
CHOOSE EXPERIENCE OVER  
COMPENSATION

(Little Thing No. 035)  
PROVIDE FRAMEWORKS FOR  
DREAMING

(Little Thing No. 036)  
STICK TO STRENGTHS

(Little Thing No. 037)  
EGO: A CERTAIN AMOUNT IS A MUST

(Little Thing No. 038)  
LEAD BY EXAMPLE, WITHOUT  
IMPOSING ANSWERS

(Little Thing No. 039)  
INVENTION CANNOT BE CROWD-  
SOURCED

(Little Thing No. 040)  
YOUR CAR ISN'T THE ONLY THING  
THAT NEEDS A DASHBOARD

(Little Thing No. 041)  
PAIR HOT DOGS & HIGH BROW

(Little Thing No. 042)  
NEVER BELIEVE YOUR OWN  
BULLSHIT

(Little Thing No. 043)  
IDEAS PRECEDE COALITIONS

(Little Thing No. 044)  
CONVERT RESIDENTS TO CITIZENS

(Little Thing No. 045)  
GIVE A DAMN & ACT ACCORDINGLY

(Little Thing No. 046)  
SAY WHAT YOU MEAN

(Little Thing No. 047)  
BOYCOTT ARRANGED MARRIAGE

(Little Thing No. 048)  
TIME IS OF THE ESSENCE

(Little Thing No. 049)  
SHORT ORDER ISN'T JUST FOR  
GREASY SPOONS

(Little Thing No. 050)  
EQUIP GATEKILLERS NOT  
GATEKEEPERS

(Little Thing No. 051)  
INVEST IN YOUTH & THEY WILL  
DELIVER

(Little Thing No. 052)  
USE THE BUDDY SYSTEM

(Little Thing No. 053)  
LEGACY IS NOT A BUILDING WITH  
YOUR NAME ON IT

(Little Thing No. 054)  
YOU ARE NEEDED

(Little Thing No. 055)  
RISK-TAKING IS SELF-  
PRESERVATION

(Little Thing No. 056)  
EDUTAINMENT MOVES  
THE MASSES

(Little Thing No. 057)  
HEAD FAKES STRENGTHEN  
YOUR GAME

(Little Thing No. 058)  
EVERYONE IS THE CEO OF  
SOMETHING

(Little Thing No. 059)  
EFFICIENCY OFTEN WORKS AGAINST  
CREATIVITY

(Little Thing No. 060)  
YOU CAN DO ANYTHING, BUT YOU  
CAN'T DO EVERYTHING

(Little Thing No. 061)  
LAUGH OFTEN

(Little Thing No. 062)  
DON'T ASSUME SENSE IS COMMON

(Little Thing No. 063)  
ANGST IS CONTAGEOUS

(Little Thing No. 064)  
GO WIDE LOCALLY, GO DEEP  
NATIONALLY

(Little Thing No. 065)  
BEWARE OF VERTICAL INTEGRATION

(Little Thing No. 066)  
INNOVATION ISN'T NECESSARILY  
ENTREPRENEURSHIP

(Little Thing No. 067)  
NEVER READ THE COMMENTS

(Little Thing No. 068)  
DON'T CONFUSE PERCEPTION &  
PARANOIA

(Little Thing No. 069)  
SHORT TERM PAIN OFTEN  
PRECEDES LONGTERM GAIN

(Little Thing No. 070)  
DON'T SCALE PROGRAMS, SPREAD  
PRACTICES

(Little Thing No. 071)  
WHAT'S BEST SOMETIMES DOESN'T  
FEEL THAT WAY

**1. In all things, be hopeful and helpful.**



**2. Help your constituents see the difference between problems and symptoms.**



**3. Shift investments from institutions to individuals.**



GOOD  
WITH  
FACES  
.COM



**4. Airports aren't the only places that need air traffic control.**



**5. Equip gatekillers, not gatekeepers.**

Whether you are looking to  
**build** a house or **repair** one,  
**start a business** or **renew** a license,  
**host** a special event or **sell** at one,  
**this is your one place to start.**



**6. Stop chasing smokestacks, start cooking shortstacks.**



Nick Lando

Wesley Sparks

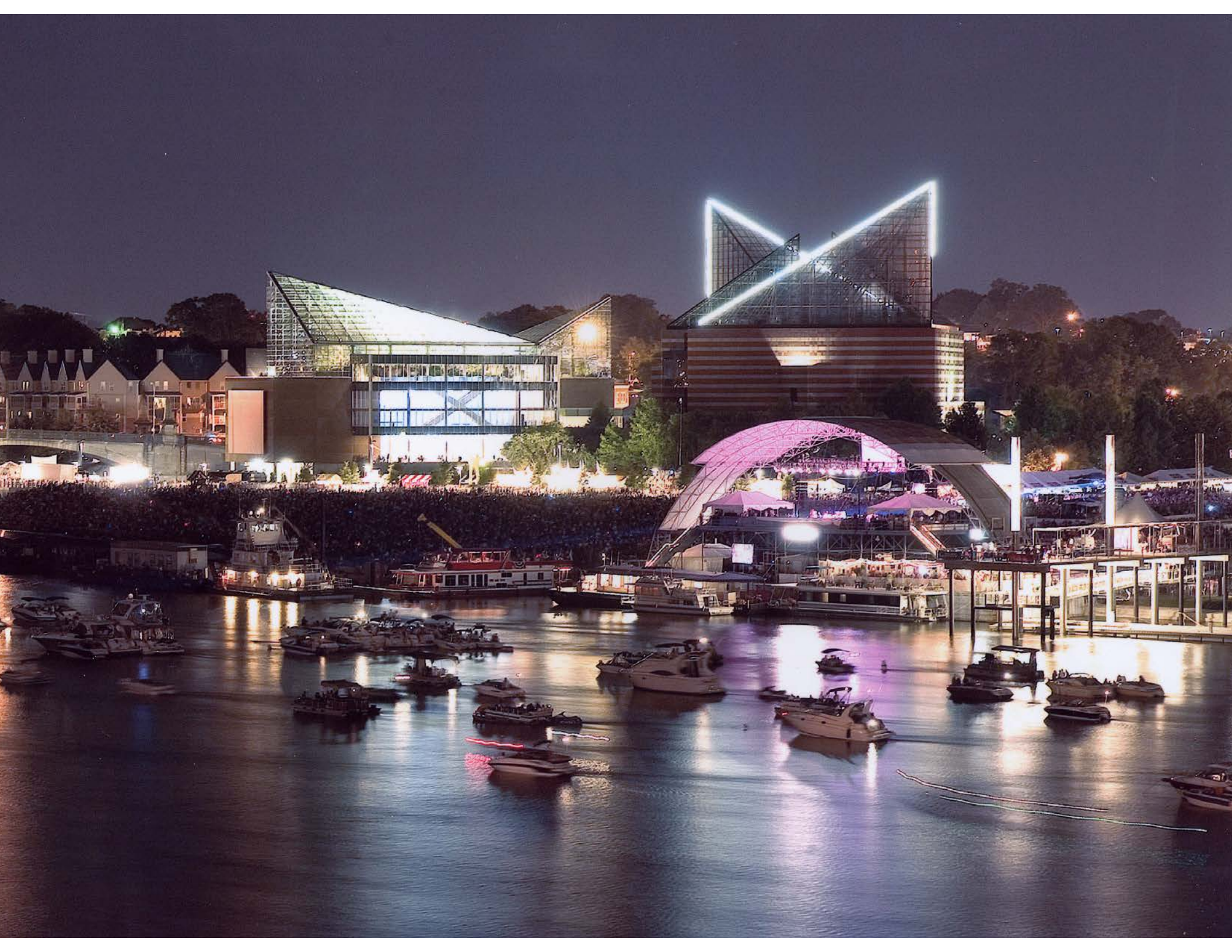
Ed Burke

Mary

Reh Ohi

David Natta

**7. Edutainment moves the masses.**





**7. The 3 most powerful words in a community, “You are needed”.**



DAIRY FRESH AT KROGER

Kroger Plus  
Rewards Card

13 The Salvation Army

Heart to God  
Hand to Man

1-888-903-8858

40 PACK  
ICE MOUNTAIN

10 PACK  
ICE MOUNTAIN

40 PACK  
ICE MOUNTAIN

AQUAFINA

AQUAFINA

Big Win  
Filtered Water

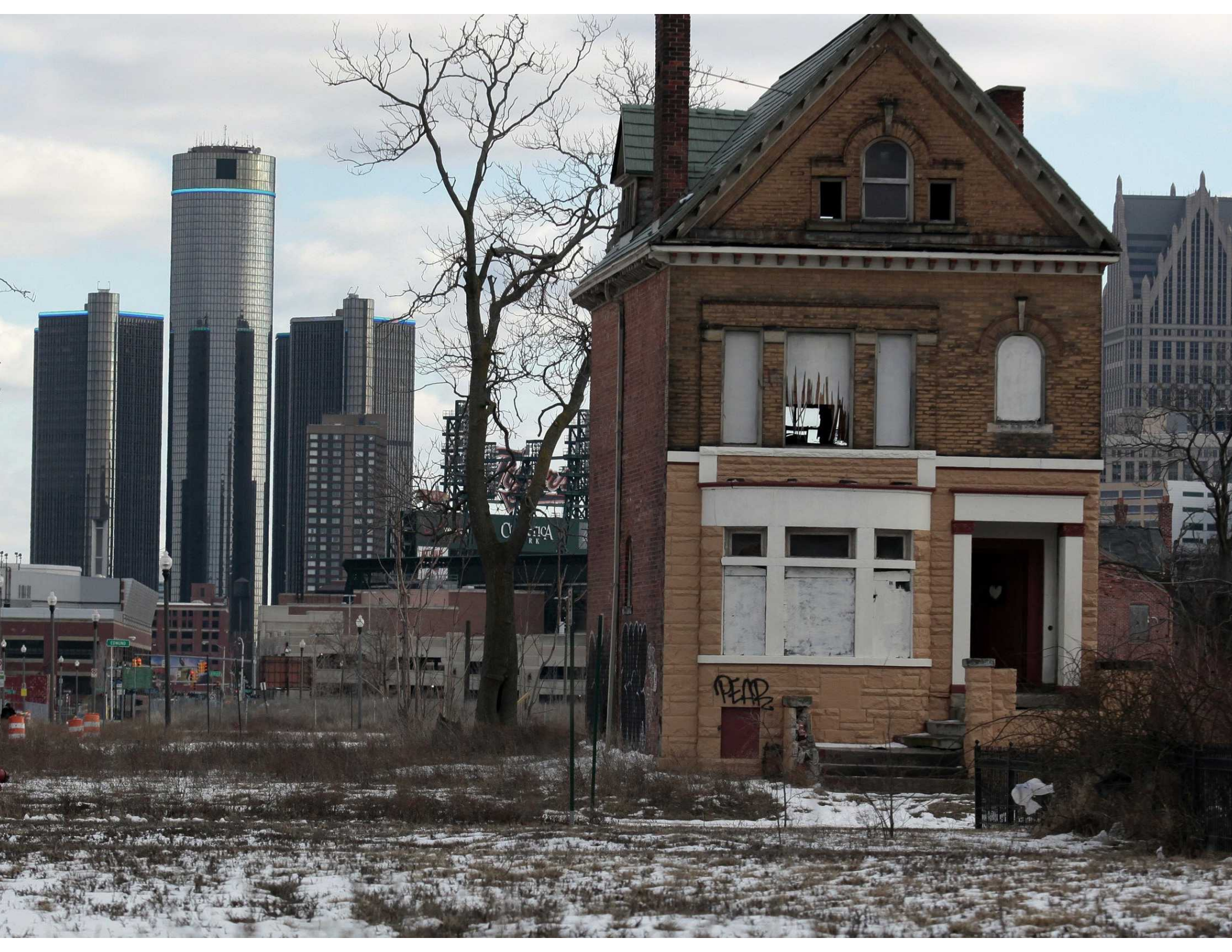
Big Win  
Filtered Water

AMERICA RUNS ON DUNKIN'  
DUNKIN' DONUTS

**9. Communities must make an intentional choice of abundance over scarcity.**



**10. The most important  
barometer for a community is  
belief.**



**Two Closing Questions...**

**What's keeping residents from acting as citizens in your community?**



**And what can you do to help?**

**Thanks.**

**[joshmcmanus@mac.com](mailto:joshmcmanus@mac.com)**

**@joshindetroit**

**423.544.9455**

**Seeming to do is not doing...**

**Thomas A. Edison**