

MAXIMIZETM

NWMO

VISION

Be a model sustainable support system for regional community collaboration.

MISSION

Bring Northwest Missouri communities together to dream big, grow leaders, and collaborate across all sectors of health care, economics, education, and quality of life enabling positive transformation and vitality.

PURPOSE

Overcome the consequences of long-term economic decline, population loss, and the resulting threats to all sectors by promoting and supporting a spirit of systematic inclusive action. Through these efforts, we exist to assist the region, building leadership capability and capacity to sustain successful existing and new community development efforts. Leaders and residents throughout the region are empowered to identify and prioritize challenges, strengths, and opportunities most important to them by following a proven framework that serves to sustain and transform this place where people love to live, learn, work, and play.

Supporting Northwest Missouri's Journey in Dreaming Big and Growing Together

We live in a beautiful region in the heart of the country, with endless potential. To fully reach our potential, each community needs each other for the region to thrive. Like the monarch butterfly, our population has been challenged to face a decline in health, wealth, and population. In the case of the monarch, the effort of many people and the resiliency of monarch butterflies themselves, their population is slowly stabilizing to rise again. The same is happening for us in northwest Missouri!

Our region's population and prosperity can rise again through thinking bigger and trying new ideas!

Maximize Northwest Missouri is the regional vitality initiative of The Community Foundation of Northwest Missouri. Through a proven asset-based community development [ABCD] approach to coaching and training leaders, the Maximize NWMO Guiding Coalition supports leaders who are committed to working together to **dream big, decide wisely, and maximize the region's potential by growing together.**

Connecting and Promoting the Region

We serve as a resource and guide that is non-competitive, non-partisan, and non-duplicative. We are here to uplift all of the great things already taking place in the region and help the people who are willing and able to fill in any gaps. **This work is about supporting purposeful performance excellence across traditional geographic, sector, and industry boundaries to help make a bigger difference together than any one organization, entity, or community can make on their own!**

In addition to our leadership development and community coaching programs covering systems thinking, design thinking, community engagement, strategic action planning, inclusivity, and more, we also provide an interactive website that is a public participation platform and portal of information for the region at www.maximizenwmo.org.

Many Voices



One Vision



Local and regional communities respecting individual interests while working together on shared needs.

Community Development of Opportunities for Growth through CollaborACTION

This community development approach improves quality of life collectively by helping people come together to act on what's important to them, while at the same time, encouraging individuals, organizations, and communities to excel using their unique existing strengths and assets. The Journey **inspires, informs, and empowers** participants to learn and apply the tools that are helpful in creating the results wanted in communities, generation after generation.

The Milestones:

- 1) Knowing your story and better understanding what is happening in your community by listening to as many voices, perspectives, and sources of trusted data as possible.
- 2) Looking deeper into the current realities within your community and envisioning an agreed-upon future story.
- 3) Developing a complete plan and moving towards collaborACTION, cooperating, and working together while thinking innovatively.
- 4) Aligning and integrating projects and ongoing processes to reach goals faster.
- 5) Celebrating progress and looking at results to decide what to do next through repeating the framework's cycle.



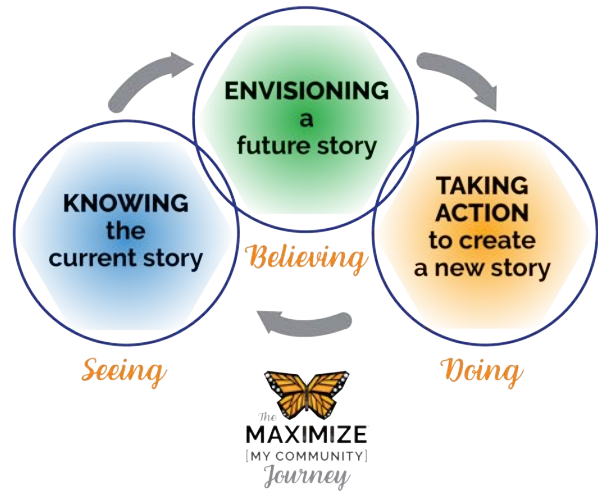
The milestones include and uplift existing efforts so that everyone can experience even greater outcomes more quickly by dreaming big and working together! **Maximize NWMO supports purposeful performance excellence within the region!**

Maximize NWMO is the regional vitality initiative of The Community Foundation of Northwest Missouri. It is made possible through partnerships with Communities of Excellence 2026, the United



States Department of Agriculture – Rural Development (USDA-RD), University of Missouri Extension, Missouri Department of Economic Development, Northwest Missouri State University, and Everage.

Visit www.maximizenwmo.org to learn more or contact the Navigation Team at together@maximizenwmo.org.



Join the Action

Maximize NWMO exists to support local communities, regional organizations, and the region's many individual formal, informal, and elected leaders.

Our programs encourage people to dream big and work together in knowing their story, envisioning a future story, and taking action to create a new story.

Maximize NWMO Offerings:

Regional Learning Collaborative

A series of programs including individuals, organizations, and local communities learning The Maximize [My Community] Journey Framework™ and how to collaboratively expand and strengthen regional connections, decide on shared regional priorities, and implement strategic action plans together.

Regional Forum Conversations

Broad gatherings of leaders and residents to share information, discuss challenges and opportunities that are common across traditional borders, and decide on what priorities to focus on in the short- and long-term.

Discovery Groups

Held as needed to pull experts together to dig deeper into priority topics and discover facts and perceptions helpful to strategic decision-making.

CollaborACTION Teams

Project-focused teams of volunteers and professionals implementing strategies, projects, and initiatives aligned with the shared vision and goals chosen by those participating in the above programs and events.

Community-Centered Coaching

In addition to participating in any and all of the above learning and connection activities, think of this opportunity as your local community's personal coaching team. Quickly move your community to collaborACTION and continuously deepen leadership values, principles, and the innovative can-do spirit founded in The Journey over several years!

Get involved and maximize the potential of the place we call home!