

Introduction

Your Navigational Guide can include several types of statements that each play a unique role within your work. A purpose statement fuels the vision, which should be inspiring and uplift action. The mission describes how to take the vision and get down to business to make that vision a reality. Values represent your "rules of the road" for the key attitudes and behaviors that are expected on your journey as you work together.

Your Navigational Guide



Early in your work, you may come up with something more like a Just Cause, Manifesto, or elevator speech. Or, your group may prefer having a purpose, vision, mission, and values drafted to test with other residents and stakeholders as you listen to their perspectives and begin to engage them. Regardless of what you

start with, it is helpful to document your group's thoughts on why you are coming together as a multi-sector team, where you hope to go on your journey of maximizing your community's potential, what you intend to do to get there, and how you want to travel together. Documenting in a way that tells an engaging story and helps connect people to each other and your place is a proven practice for moving groups with many perspectives toward achieving their goals.

REMEMBER: Your Navigation Statements may evolve early in your group's work as you continue to learn about your community of place's history, demographics, current challenges, advantages, and opportunities and voices of many perspectives. Words matter, so be clear about your group's intentions and envisioned role in your community. Also be open to feedback to ensure you land on words that resonate with as many residents and stakeholders as possible.

On the following pages we have gathered examples of what similar community development, revitalization, and collaborative initiatives have used as their early navigation statements. All these examples are from communities that are learning and using *The C.O.R.E. Guide* from Communities of Resilience & Excellence in their work. In Maximize NWMO's case, *The C.O.R.E. Guide* is embedded in The Maximize [My Community] Journey approach.

NOTE: For additional guidance on developing your Purpose Statement, please see the Activity Sheet titled, "Case for Change and Purpose Statement."

Examples from Within and Near Northwest Missouri

MAXIMIZE NORTHWEST MISSOURI

Purpose

Grow the region's population and prosperity by building resilient and innovative attitudes and behaviors and promoting a spirit of community through systematic and inclusive action.



MAXIMIZE
NWMO

Through these efforts, Maximize NWMO exists to help expand the region's leadership capability and capacity to sustain successful existing and new community development efforts. By following a proven approach that can transform how residents and other stakeholders contribute, belong and thrive, we work with people who are willing and able to act on shared strengths, challenges, and opportunities.

Vision

A connected region where communities and counties work together to maximize the shared potential as an exceptional place to live, learn, work and play.

Mission

Invite, inspire, and guide communities and counties to dream big, grow leaders, and collaborate across health care, economics, education, housing, and other quality of life aspects through connection and a proven set of tools for meaningful collaborACTION.

Who Is Invited?

Anyone interested in helping to build a more thriving region, vibrant communities, and prosperous people.

Key Values

- Resident and Stakeholder Engagement
- Integrity, Honesty, and Transparency
- Open Communication
- Focus on the Future
- Building and Sharing Knowledge
- Community Systems Perspective
- Encouraging Innovation

MAXIMIZE ALBANY

Mission

Maximize Albany was created to serve as a continuous guide of support to help its leaders recognize opportunities, make fact-informed decisions and transform Albany and regional shared economies.



MAXIMIZE
ALBANY

THE CLINTON COUNTY INITIATIVE

Mission

As The Clinton County Initiative, we come together to create a growing economy, an inclusive and diverse countywide community, and a vibrant learning environment as the building blocks of a great rural life.

Who We Are

The Clinton County Initiative is a group that grows each month to include leaders from all communities and rural corners of our 420 square miles located just north of Kansas City, Missouri. People from every sector, interest group, and industry are welcome to get involved. We are entrepreneurs, educators, farmers, lawyers, property owners, artists, bankers, elected officials, and more! We're coming together as many voices in a manner unlike any other time to work towards one vision...to maximize our collective potential. We understand that each individual community is unique and special, and together we offer people a wonderful county to live, learn, earn, and play that has access to everything from water sports to wildlife and starry nights to city lights.



Manifesto

Our goal is to make Clinton County a great rural place to live with a vibrant future and a proud past.

We understand that a well-lived life includes economic opportunity and much more. It is the ability to enjoy natural surroundings, form close bonds with our neighbors, and raise our families in our chosen environment. A well-lived life requires reliable health care and convenient shopping. It is arts and culture. And it is small-town friendliness.

But we also understand that lifelong learning and sustainable jobs are essential to achieving larger goals. Therefore, the Clinton County Initiative envisions a county that will grow existing businesses and encourage new enterprises to relocate here.

In an era when we can welcome a virtual world into our homes through broadband internet, we envision a county of telecommuting as well as brick-and-mortar businesses. Such a county will offer local goods and services to its citizens while also accessing all there is to offer online.

MONARCH TOWN

Vision

Monarch Town is a vibrant community embracing a culture of CollaborACTION, growth, and opportunity where families enjoy an exceptional health, opportunities for lifelong learning, economic prosperity, and overall quality of life.

Mission

To mindfully build upon longtime progress making Monarch Town the best and safest place in rural America to live, learn, work, and play now and for generations to come.

Values

- Respect for, and engagement of, all community members
- Integrity, honesty, and transparent communication
- Encouragement of big picture/systems thinking and leadership
- Innovation and progressive thinking balanced with preserving core values and traditions
- CollaborACTION – Prioritizing, planning, acting, and assessing performance together

Culture

Monarch Town's culture is one of progressive "can do" attitudes with a love for nostalgia balanced with innovation and entrepreneurial mindsets.



MAYSVILLE AREA IMPROVEMENT NETWORK (M.A.I.N.)

Mission

The Maysville Area Improvement Network (M.A.I.N.) exists to maximize the place we call home and create opportunities for all to thrive as we live, learn, work, and play here both now and for generations to come.

Manifesto

Our goal is to ensure the Maysville area (Maysville, Clarksdale, Amity, Fairport and Weatherby) is a great rural place to live both today and for the future. While honoring and preserving our past, we work to create a vibrant future.

We believe that for our area to thrive we need economic opportunity, access to quality healthcare, high-quality education, affordable housing, and recreational opportunities to create an excellent quality of life for all residents.

We believe the Maysville area can be a place to be proud of, just off the beaten path. We work to ensure this area is a place we can choose to raise our families, create close bonds with our neighbors, enjoy the natural environment, and truly belong.

We believe for this vision to become a reality, everyone from across the area must work together to create a place where everyone thrives. Our aim is to work together and take action on shared strategic priorities that benefit and uplift all.

Who We Are

M.A.I.N. is a growing group of leaders from across our communities representing Maysville, Clarksdale, Amity, Fairport and Weatherby. People from all sectors - economic development, education, healthcare, housing, and other quality of life aspects - are welcome to become involved. We are educators, entrepreneurs, business owners, service providers, faith leaders, farmers, bankers, elected officials and more!

We are coming together in new ways to work toward a unified vision - a thriving Maysville area.

We desire an area for which we can be proud. We work to honor our uniqueness and create opportunities for all to live, learn, earn, and play. We desire to maximize our potential as a unique place just off the beaten path.



EXCELSIOR SPRINGS, MO

Vision

To become your favorite place to live, work, learn, and play.

Mission

Working in harmony to create a thriving, sustainable community for all generations.

Values

- Pioneering: Open to innovative and creative solutions
- Generosity: A desire to give for the greater good
- Hospitality: Going the extra mile to welcome others
- Can-Do Attitude: With hard work success is possible
- Pride in Heritage & Traditions: Celebrate our history

Marketing Statement

Together residents and leaders from across our community have a role to play in fostering a thriving community.



Examples from Beyond Northwest Missouri

Ames, IA

Vision

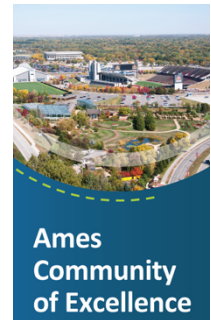
Our community is healthy when all individuals enjoy quality of life, security, and well-being.

Mission

To be a strategic leader in building diverse partnerships dedicated to measurable improvement of the health, education, economic opportunities, and quality of life for all resident of Ames.

Values

- Collaboration
- Inclusive
- Innovative
- Customer-Focused
- Excellence



Coral Gables, FL

Vision

A world-class city with a hometown feel.

Mission

To honor our history by providing exceptional services that enhance the quality of life for our community.

Values

- Governance with integrity – Making ethical and wise choices with guided thought and transparency
- Aesthetics – Preserving and enhancing the beauty of our city
- Balanced – Considering all interests: residents, businesses, and workforce; celebrating diversity; being fair and equitable
- Learning – Inspired by our history, committed to excellence and innovation for our future
- Exceptional Service – Being accessible, accountable, and respectful – exceeding expectations with pride
- Sustainability – Stewardship of all resources: people, finances, facilities, and the environment



Coral Springs, FL

Vision

To be the premier community in which to live, work, and raise a family.

Mission

To provide an innovative, sustainable, high-performing organization that strive to make decisions and measure progress based on economic, social, and environmental factors improving the quality of life for the residents, businesses, and visitors of the diverse community we serve.

Strategic Goals

- A family-friendly community
- An active, health community
- An attractive community
- A thriving, resilient business community
- An innovative, high-performing and sustainable organization



McCook, NE

Vision

Moving toward excellence by evaluating and improving the quality of life in our community: McCook on the MOVE.

Mission

Enhancing the quality of life for our residents by collaborating to focus on education, family, economic vitality, and health.

Values

- Momentum
- Opportunities
- Visionary
- Excellence



Midland County, MI

Vision

Midland: An inclusive community. Together. Forward. Bold. An exceptional place where everyone thrives.

Goal

Making Midland a community of choice for future and current generations.



North Central New Mexico

Purpose

Promote collaboration among regional organizations by fostering honest dialog and feedback to build trust and seek mutually beneficial solutions to regional challenges.

Vision

Creating a dynamic, thriving region for families and individuals to live, learn, and work to their full potential, exploring the beauty, culture, science, technology, and opportunities in North Central New Mexico.

Mission

Together, with our partners, we take action to address regional challenges, including workforce development, housing, infrastructure, socio-economic disparities, and to nurture diverse cultural assets. This action will encompass planning and implementation of policy and systems change.

Values

- Mutual Respect: seeing to understand
- Caring: Honest dialog and feedback
- Humility: Willingness to take risks to build trust
- Curiosity: Passion for listening and learning
- Systems Thinking: Recognition of societal complexity
- Teamwork and Shared Leadership: Collaboration is key to success
- Pride in Culture and Traditions: Celebrate our history

San Diego County, South Region, CA

Vision

An equitable community that is building better health, living safely, and thriving.

Mission

Improving the well-being of SDSR through collaboration and system changes that promote equitable, health, safe, and thriving communities.

Values

- Commitment to *Live Well San Diego* South Region Community Leadership Team and Residents – Committing to the mission and realizing the vision through community-focused goals and objectives; ensuring representation from all organizations.
- Shared Leadership – Sharing input and ensuring consistent messaging/single voice; sharing of information; opportunities for *Live Well San Diego* South Region Community Leadership Team partners to provide feedback.
- Collaboration – Aligning priorities and leveraging relationships to maximize resources.
- Diversity – Fostering diversity among partners across different sectors while promoting inclusive representation of different voices and community perspectives.



Saratoga County, NY

Vision

A county where every resident can live well, be well and thrive.

