Don’t get eliminated... and 9 other don’ts that will help you be successful

PATRICK MCKEEHAN
CITY OF O’FALLON
Ground Rules

1) This is a safe space.
2) This is not about you.
3) Let’s have some fun.
Prime Directive of Economic Development

Don’t Get Eliminated

Most Extreme Elimination Challenge
“Success is going from failure to failure without losing your enthusiasm.”

Anonymous
#1

Don’t talk; LISTEN.
Don’t get filled by your own smoke.
“Truth is like the Sun. You can shut it out for awhile, but it ain’t going away.”

Elvis Presley
#3

Don’t test your client’s trust or violate the expectation of confidentiality.
What’s wrong with these pictures?
#4

Don’t forget the human element.
There is no community without humanity.
Don’t assume you know what the client wants or needs.
“Are you a CSP -- Creative Solution Provider?”

PMCK
Don’t just share facts; share your story.
“95% of what is known about your sites and community is on the internet.”

FabricatedStats.com
Don’t believe a client’s uniquely shaped project will fit neatly in your incentives round hole.
“Square pegs don’t fit in the round holes, even if you force them. Nor the round in the square.”
Anonymous
Don’t be afraid to ask and don’t take “NO” for the answer.
#9

Don’t forget who makes the final decision and why.
Discussion/Questions

DON’T GET ELIMINATED...AND 9 OTHER DON’TS THAT WILL HELP YOU BE SUCCESSFUL
Don’t Get Eliminated!
Don’t screw this good thing up for the rest of us!
Thank you!

PMCKEEHAN@OFALLON.MO.US