

# Success in the NEW ECONOMY

## Understanding Today's Economy (and how to respond)

Across the country, communities are feeling pressure that is difficult to name.

- Jobs exist, but wages lag.
- Growth occurs, but affordability declines.
- Institutions perform well, yet trust erodes.
- Economic wins often fail to produce lasting prosperity.

These outcomes are the result of structural economic forces that have reshaped how wealth is created, distributed, and retained. My work is in understanding these larger shifts in our economy and how a community, business, institution, or organization can respond strategically and successfully.

## What I Do

I work with communities, institutions, organizations, and businesses to help them understand the economic forces shaping their future and to make better decisions because of that understanding. This work is not about advocacy, politics, or short-term strategy. It is about clarity.

Specifically, I help leaders:

- Understand how economic consolidation affects local outcomes
- Distinguish between growth and prosperity
- Recognize the difference between extractive and circulatory economic models
- See how institutional structure shapes long-term community health
- Develop shared language before making strategic decisions

Before organizations act, they need to understand what kind of economy they are actually participating in.

## Why This Work Matters Now

For decades, economic decision-making has been guided by assumptions that no longer hold:

- That growth naturally produces broad benefit
- That job creation automatically leads to mobility
- That institutional success aligns with community success

Today's economy is more centralized, more financialized, and more opaque than the one many of our systems were built for.

As a result:

- Communities pursue strategies that feel productive but underperform over time
- Institutions communicate value that is real but poorly understood
- Leaders are forced to make decisions without a shared conceptual framework

Understanding the structure of today's economy is no longer optional. It is a prerequisite for responsible leadership.

## Who This Work Is For

My work is relevant to institutions that shape local and regional economies, including but not limited to:

- Economic Development
- Workforce Development
- Chambers of Commerce
- Credit Unions

## How I Work

My role is to:

- Frame the problem accurately
- Provide language for complex economic forces
- Facilitate shared understanding
- Help leaders ask better questions

This work typically takes the form of:

- Keynote talks and presentations

- Board or executive workshops
- Leadership retreats and facilitated discussions
- Educational briefings and custom memos

These engagements are designed to develop shared understanding and strategic alignment for better decision-making among leadership.

## What This Work Is (and is not)

This work is:

- Educational
- Independent
- Non-partisan
- Grounded in economic structure
- Focused on long-term outcomes

This work is not:

- Implementation planning
- Political advocacy
- Marketing strategy
- Traditional consulting
- Vendor selection

Any decision to act or implement comes later (and separately).

## The Goal

This work is:

- To help leaders see the economy more clearly
- To support decisions made with greater awareness
- To align strategy with long-term community health

In a changing economy, clarity is the key ingredient of good leadership.