

Draft Agenda for #NUFuture Event

Desired Outcome: A vision (and strategy) that will achieve the following goals:

- changing where and how cities, towns, suburbs, neighborhoods, and streets are designed, built, and rebuilt here and throughout the world
- an effective organization that creates impact on people's daily lives through community design and development.

Suggested reading before meeting:

- John Kotter *Leading Change*: Part 1: The Change Problem and its Solution Chapters
- John Kotter *Leading Change*: Vision Chapter
- Chip and Dan Heath *Made to Stick*: Introduction
- CNU's current strategic plan

DAY 1

- Breakfast
- Introduction
 - What are we doing here?
 - Q and A
- **Part 1**: Thinking broadly and quickly (yellow sticky exercises)
 - The Charter (un) Fulfilled
 - Identify five areas where the Charter has succeeded and five areas where the charter has not succeeded.
 - What is the primary purpose of CNU? (ONE sticky note)
 - Challenges facing the organization and the movement
 - What are the five biggest challenges facing CNU (the org) in addressing those issues
 - What are the five biggest challenges facing CNU (the movement) in addressing those issues
 - Big Issues/ Emerging Trends
 - On separate sticky notes, write the five biggest issues now facing cities, towns, neighborhoods (in your opinion)
 - On separate sticky notes, write the five biggest issues that will face cities, towns, neighborhoods (in your opinion) twenty years from now
- Organize and look for areas of overlap
 - Adding to the conversation
 - Where are the areas that CNU (the org) can add value to placemaking conversations?
 - Where are the areas that CNU (the movement) can add value to placemaking conversations?
- Organize and look for areas of overlap
 - Areas of Success and Failure (as measured by impact)
 - What are the areas/ subjects where CNU has traditionally done not great work? (as measured by impact)
 - Put off to the side: these are areas we should stay away from

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- What are the areas/ subjects where CNU has traditionally done great work? (As measured by impact)
- Lunch: 1 hour
- **Part 2:** Components of a Good vision and strategy
 - Walk through sample visions and strategies
 - Discuss each example on flip chart paper.
 - Ask the group to identify elements of the vision and strategy of these different examples.
 - Each example should take 5-10 min total. Walk through 3-5 organizations.
 - Ex. Fixing the suburbs: what CNU did in the 1990s (effective) and what we are doing now on it (not effective)
 - Exercise
 - Put yellow stickies on the examples of what worked and what didn't work
 - Summary Discussion:
 - Characteristics of good visions and strategies of organizations working in the city building field
- **Part 3:** Group Discussion
 - Spitball Ideas (1 hour)
 - Spitball draft vision statements
 - Small Group Breakout (2 hours)
 - In groups of three, identify a vision along with three bullets on how this vision could be implemented
 - How is this different from past efforts?
 - What are the measures of success (back of envelope)
 - Report out on group discussion
- **Part 4:** Summarize ideas and group consensus