

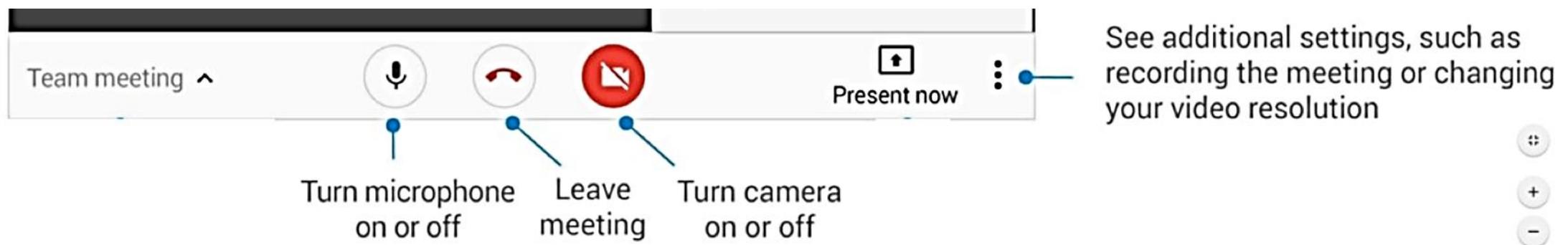
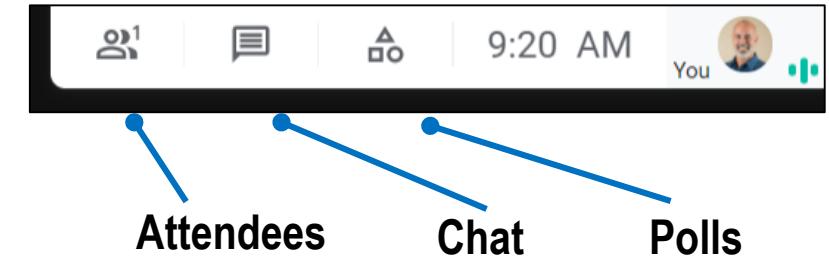
Creating Community Vitality Series

Leadership + Network
April 14, 2021
11 AM – 12:15 PM



WELCOME!

- Please mute yourself
- This session is being recorded
- There will be time for questions using the Chat feature





The “work from home” revolution offers a unique opportunity to better position communities for success by ensuring local amenities, infrastructure and social offerings are in place to retain and attract an increasingly mobile workforce.



Key Themes:



Identity

*Recognize Your Core
Strengths + Weaknesses*



Ecosystems

*Identify Institutions, Amenities
and Infrastructure to Support*



Community

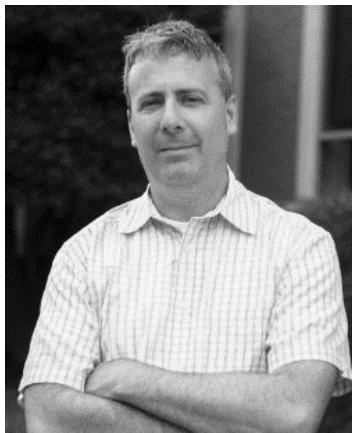
*Strengthen and Promote
Assets + Interactions*

Monthly Topics:

 JAN	Community Vitality Kickoff	 JUL	Services + Infrastructure
 FEB	Placemaking	 AUG	Food + Small Scale Production
 MAR	Storytelling	 SEP	Workforce + Entrepreneurs
 APR	Leadership + Network	 OCT	Public Spaces
 MAY	Attractions + Assets	 NOV	Cultural Promotion + Events
 JUN	Housing	 DEC	Community Involvement + Conclusion

Leadership + Network

Educational Webinar | April 14, 2021



John Sarvay

Founder of [Floricane](#)

In this webinar, participants will identify ways to expand their relationship circles, and leave with a clearer sense of where to invest your networking energies in service to your mission and vision.



EMERGING and CONNECTING
community engagement on the other side of COVID-19



Floricane

TODAY'S SESSION

connections and connectivity

- Welcome and Introductions
- Emerging and Connecting
- S-Curve and Post-Disruption Thinking
- McCrystal, Monkeys and Marketing
- Connection and Connectivity, Relationships and Technology
- Your 3 Circles
- Closing Discussion and Questions

INTRODUCTIONS

Chat Window

- Your Name
- Your Organization
- Locality
- One word to describe the state of your community network as we emerge from COVID-

MEET FLORICANE

and John Sarvay



FOUNDED IN
2008

9
CONSULTANTS

RICHMOND
BASED

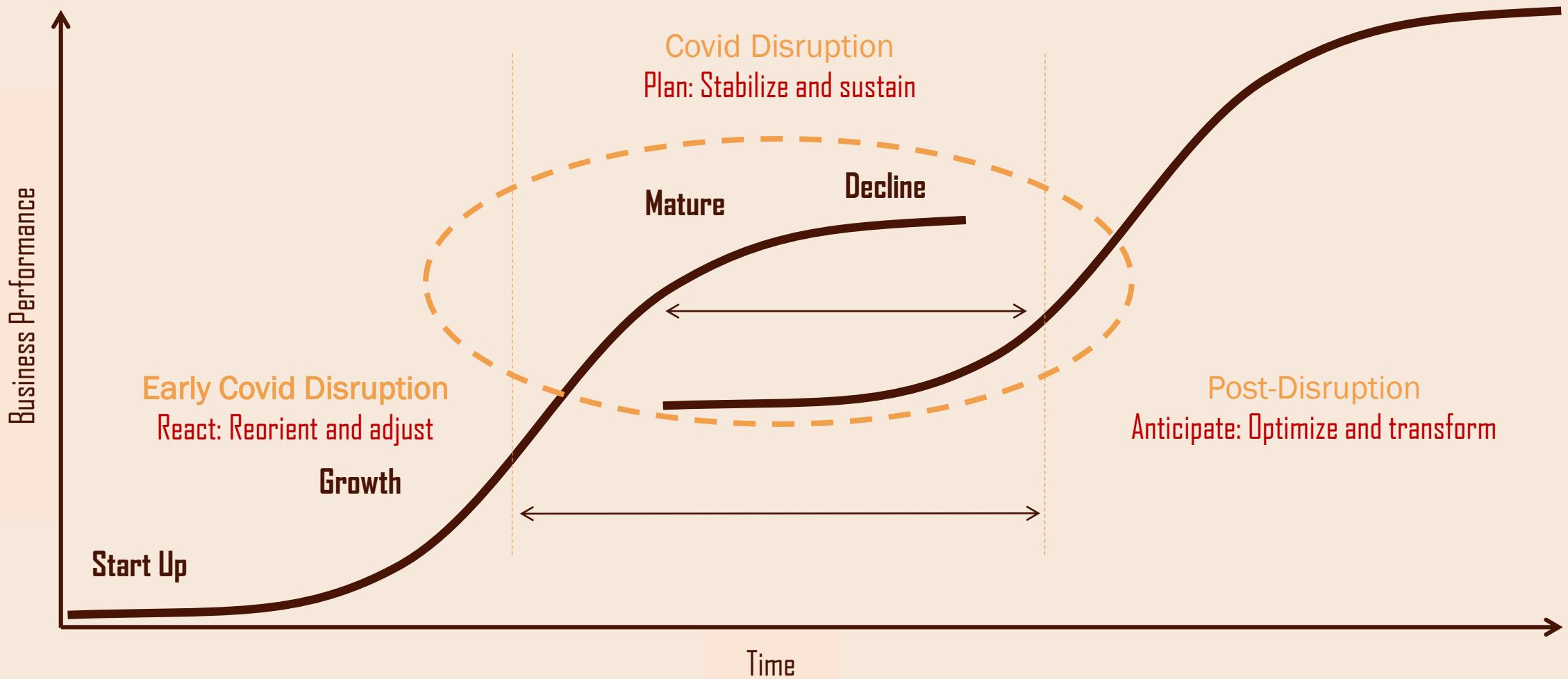
STRATEGIC
PLANNING

ORGANIZATION CULTURE

COMMUNITY
ENGAGEMENT

REACT, PLAN, ANTICIPATE

emerging from COVID-19



McCHRISTAL, MONKEYS & MARKETING

Three thoughts on
networks





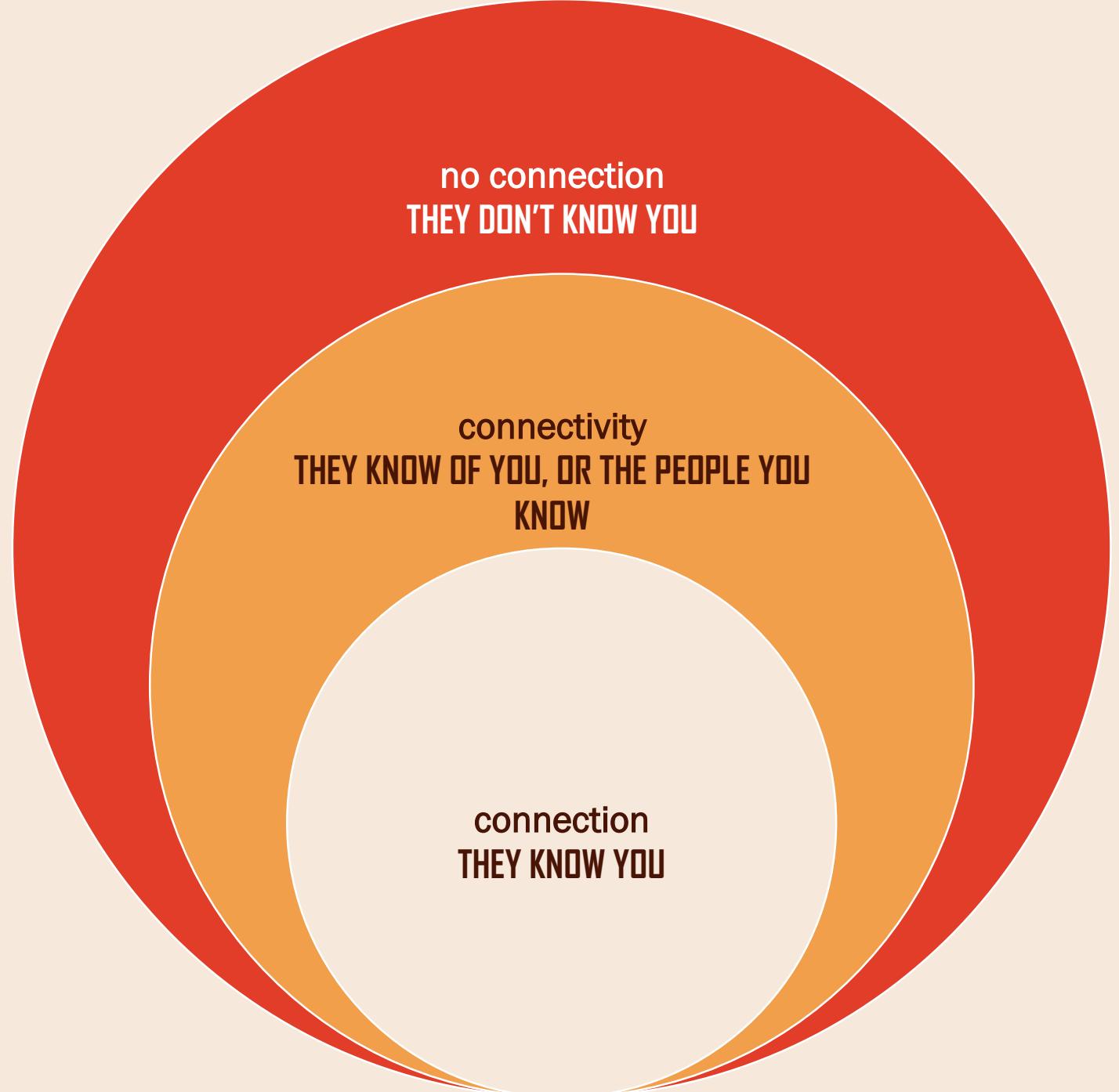
CONNECTION & CONNECTIVITY

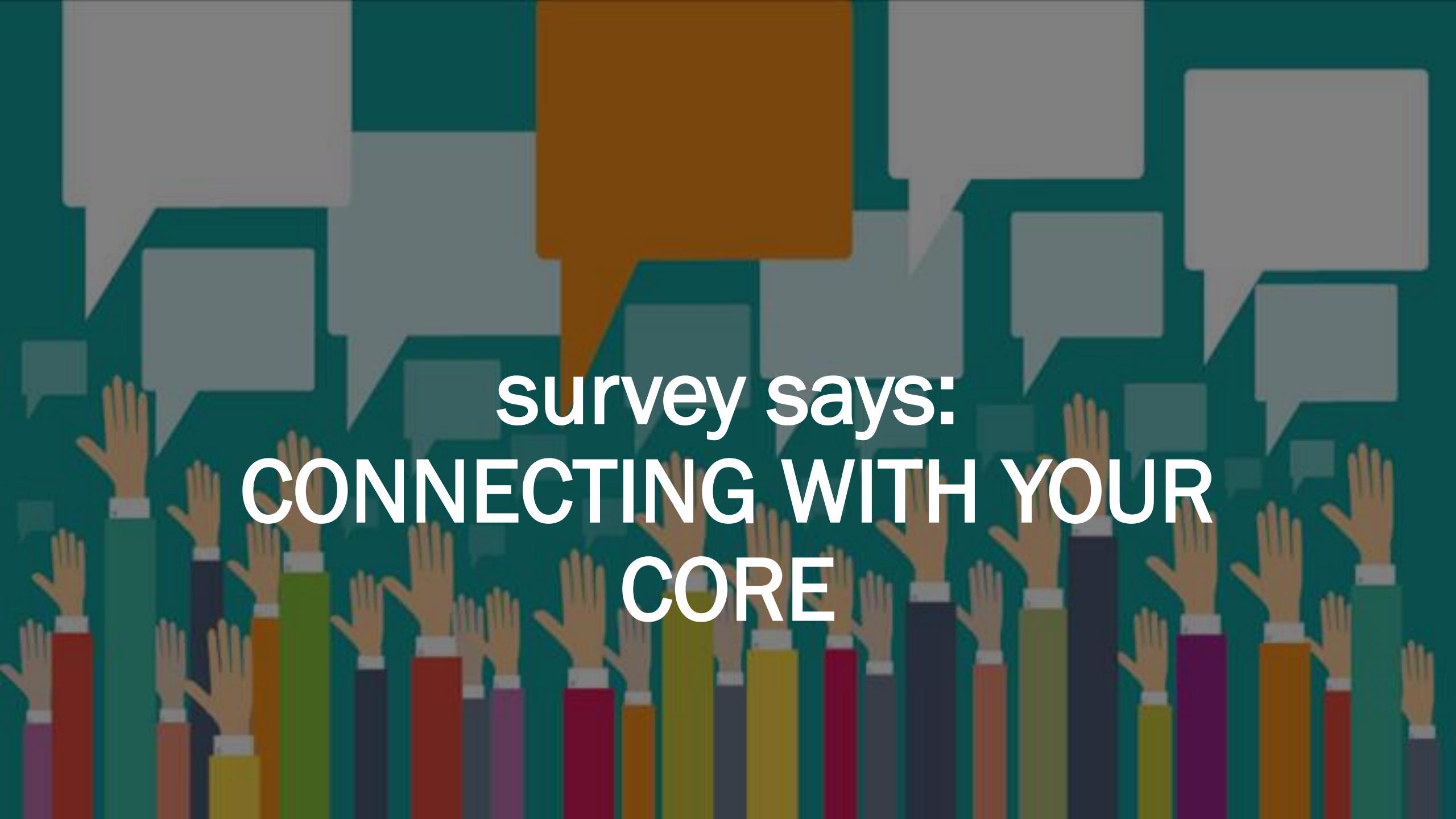


BREAKOUT
GROUPS: HOW
DO YOU VALUE
AND BALANCE
CONNECTIONS
AND
CONNECTIVITY IN
YOUR WORK?

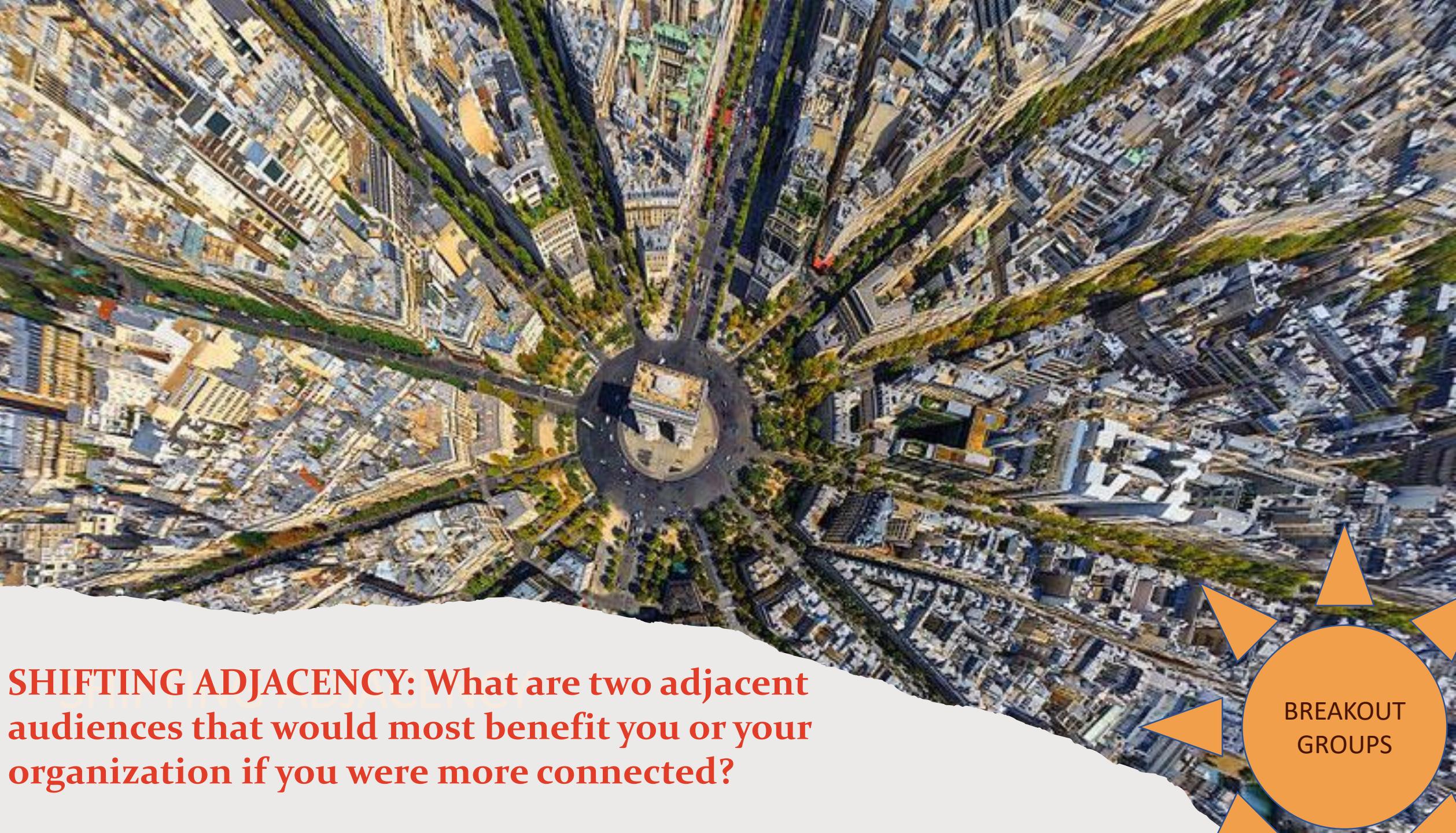
CONNECTION & CONNECTIVITY

THREE CIRCLES OF CONNECTION





survey says:
CONNECTING WITH YOUR
CORE



SHIFTING ADJACENCY: What are two adjacent audiences that would most benefit you or your organization if you were more connected?

BREAKOUT
GROUPS

QUESTIONS & DISCUSSION

you ask, we discuss

- What questions do you have, or lessons can you share, that may be of value to others on this call?
- What else do you need?
- Don't hesitate to contact me at john@floricane.com

THANK YOU!

Up next

April 19 | Inspirational Podcast



Sarah Milston, founder of The Spark Mill, a consulting firm that specializes in the intersections between strategy, creativity, and action

Find more info at virginiamainstreet.com

May 12 | Attractions + Assets Webinar



Kevin Wright and **Joe Nickol**, of YARD & Company, which has 25 years of experience interweaving urban design and development strategy with hyper-local get-it-done creativity.

May 17 | Inspirational Podcast



Aaron Bolzle, is the Executive Director of [Tulsa Remote](#), a unique talent recruitment initiative of George Kaiser Family Foundation.

THANK YOU!

Where to get help

DHCD's Community Revitalization Office (CRO)

[Rebecca Rowe](#), Associate Director

[Joy Rumley](#), Program Manager

[Jessica Parker](#), Administrative Assistant

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[Annie Arnest](#), CD Program Administrator

[Sabrina Blackett](#), Program Administrator

[Courtney Mailey](#), CD Program Administrator

[Kyle Meyer](#), CD Program Administrator

[Katherine Miller](#), Capacity Building Coordinator

[Kate Pickett](#), Enterprise Zone Administrator

[Zachary Whitlow](#), CD Program Administrator

