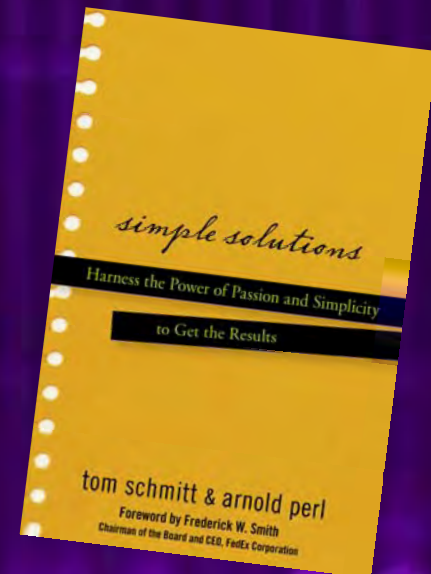


The DeSoto County Economic Development Council

Second Quarterly Membership Luncheon

May 18, 2007
Olive Branch, MS

Arnold Perl and Tom Schmitt
co-authors
Simple Solutions



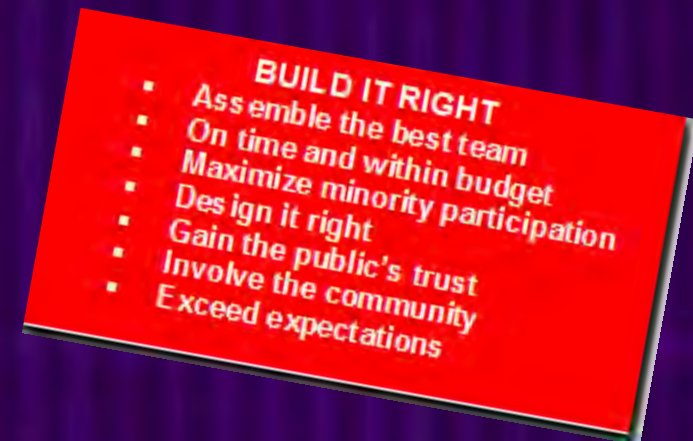
Simple Solutions

- How it all began
- The perfect balance

Simple Solutions at work

It began with a simple, red laminated card.

- What's important?
- What do I need to remember every day?



Simple Solutions at work

What's our mission at the Memphis Regional Chamber? How do we get there from here?

- All it takes is a second to pull this card out of your wallet.
- Instant refresher course!

Mission:
To firmly establish the Memphis region as a dynamic, growing, energetic metropolitan region strongly connected to the global marketplace.

1. Economic Development
Aggressively promote Business Retention and Expansion by attracting 8,000 new jobs and meet or exceed \$1 Billion in new private sector capital investments

- Create 8,000 new jobs. (Metro Strategy)
- Reach or exceed \$1 Billion new private sector development within the Memphis MSA. (Metro Strategy)
- Reach \$300 Million in new capital investments and 2,000 jobs from the bioscience sector as a target within the overall jobs and capital investment goals. (Metro Strategy)
- Complete a minimum of 400 Existing Business calls. (Metro Strategy)
- Increase site visits from 100 to 140 by prospective business clients. (Metro Strategy)
- Initiate Corporate Relocation Program enlisting local CEOs and business representatives for targeted calls. (Metro Strategy)
- Draft multi-year business plan for "Think Memphis Fund" determining new annual budget, recognizing a minimum need of \$2.6 Million annually. (Increase of \$1.4 Million)
- Increase resources to implement strategies through the following Councils:
 - BioWorks \$100,000 (Metro)
 - Regional Logistics \$200,000 (Metro & Regional)
 - Regional Economic Dev. \$50,000 (Regional)

2. Community Building
Enhance the Memphis Region's marketability by developing amenities, image and leadership within the region.

- Determine feasibility of Image Building Campaign. Conduct focus groups and present recommendation by June 2005. (Talent)
- Complete talent recruitment and retention assessment. Plan and determine implementation strategy by March 2005. (Talent)
- Determine feasibility and identify partners for "Committee for a Better Memphis" by November 2005. (Metro)
- Complete \$6 Million Building Memphis Campaign and occupy space by December 1, 2005.

Purpose:
To firmly establish the Memphis region as a dynamic, growing, energetic metropolitan region strongly connected to the global marketplace.

Memphis Regional Chamber
22 North Front Street | Suite 200
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901.543.3500 | 901.543.3510 (fax)
www.memphischamber.com

Simple Solutions

- How it all began
- The perfect balance

The right balance

Harnessing the power of passion and simplicity to get results

- Some people prefer leaders who think only with the rational, analytical left side of the brain.
- That's not necessarily the right balance



The perfect balance

Keeping the balance in place

Harnessing the power of passion and simplicity to get results

- The ability to distill the most complex issues into simple, easy to communicate points is essential to success
 - A strong correlation exists between simplicity and clarity of thought



The perfect balance

Keeping the balance in place

Management savvy: work smarter, not harder

- Think “what would have to be true ...”
 - Incrementalism is the deadly enemy of innovation
- Don’t fall into the “process over content” trap



The perfect balance

Keeping the balance in place

Be ambitious for your people and 'the cause'

- Good ambition creates dedicated and high-performing professionals
- Bad ambition leads to the wrong path



The perfect balance

Keeping the balance in place

Put people first – every time and you will be rewarded.

High Will, Low Skill <i>Coach for performance</i>	High Will, High Skill <i>Get out of the way</i>
Low Will, Low Skill <i>Reassign</i>	Low Will, High Skill <i>Boost energy around the will axis, motivate</i>



The perfect balance

Keeping the balance in place

Leadership – leave a place better than you found it.

"I know the answer, but I can't tell you."



Hire leaders who are better than you in at least one key area that matters.



The perfect balance

Keeping the balance in place

Collaboration – think ‘one big team’

- Be wary of the dedicated “devil’s advocate”
- Be inclusive from the beginning



The perfect balance

Keeping the balance in place

Vision – imagine the possibilities.

- A single vision can launch a company but only long-term vision can sustain that innovation
- Think breakthrough



The perfect balance

Keeping the balance in place

Time management – align time with the right goals.

- Time cards for managers and professionals?

What are you thinking?



The perfect balance

Keeping the balance in place

Focus – use a laser, not a floodlight.

“Don’t confuse
efforts with results.”

*Jim Barksdale
former CEO, Netscape*



The perfect balance

Keeping the balance in place

Execution – don't sacrifice good for better.

- Instill a bias for action
 - But you'll need to be willing to take a few risks.
- Be directionally correct.
 - Hold out for the perfect answer and you'll still be looking while your competitor gets the business.



The perfect balance

Keeping the balance in place

Determination – stick to it.

- Hire people with optimistic outlooks and can-do attitudes over sheer talent.
- If you can dream it, you can do it.
- Check your inner compass and follow your heart.



The perfect balance

Tools

- Management Savvy:**
Work smarter, not harder.
- People Skills:**
Put people first, every time.
- Collaboration:**
Think "one big team."
- Time Management:** Align
time with the right goals.
- Execution:** don't
sacrifice good for better.

Passion

- Ambition:** Be ambitious
for your people and the cause.
- Leadership:** Leave a place
better than you found it.
- Vision:** Imagine
the possibilities.
- Focus:** Use a laser,
not a floodlight.
- Determination:**
Stick to it.

