

Identify Community Needs and Opportunities for Collaboration

Presented by John Sutter, 2013 Iowa Tourism Conference, Waterloo

Goal: Brainstorm community-based needs and opportunities that might be address by collaboration.

Time: 15 Minutes

Consider: Are there gaps in what we have to offer? What are they? Can I fill part of one?

Process: Brainstorm Community Needs

Identify top-of-mind community needs by describing the need AND briefly citing evidence of the need.

What has been in the news? What are you colleagues saying? What are you hearing from other organizations?

Can't think of anything? Try considering other stakeholders in your community and reflect on needs from their perspective.

Brainstorm Community Opportunities

Identify opportunities that are ripe for the picking.

Plan for Confirming Your Needs and Opportunities

List the sources that you could consult to confirm the existence of these opportunities and needs.