

TRACYE MCDANIEL | JULY 2023



LEADING THE WAY

INCLUSIVE AND CONNECTED LEADERSHIP



STRATEGIES

THEORY INTO PRACTICE

Committed to holistic thinking and sustainable development.

We design strategies that will support your community's vision for the future.

1995

YEAR FOUNDED

500+

ENGAGEMENTS

350+

CLIENTS

44

STATES

5

COUNTRIES



**What is inclusive and
connected leadership, and
why is it needed now?**

Connected leadership embraces
inclusivity, values **authenticity**, and
prioritizes **shared decision-making**.

GLOBAL TRENDS







**How can connected
leadership help EDOs
foster an inclusive
workplace culture?**



WE ASKED...

What skills are required for inclusive and connected economic development leaders?



YOU SAID...

- ▶ Openness
- ▶ Active Listening
- ▶ Empathy
- ▶ Communication Skills
- ▶ Teamwork
- ▶ Perseverance
- ▶ Collaborative
- ▶ Flexibility and Adaptability
- ▶ Creativity
- ▶ Innovation
- ▶ Social Intelligence
- ▶ Computational Thinking
- ▶ Honesty
- ▶ New Media and AI Literacy



People person - willing to go out and meet with everyone (neighborhood meetings, municipal meetings, churches, community events) - you have to know your community. ED is not a job; it is a lifestyle.



CONNECTED LEADERS...

- ▶ **Empower people** to make decisions and to contribute their unique perspectives.
- ▶ **Are transparent**, involving their employees in decision-making processes and recognizing staff contributions
- ▶ **Stay agile** to adapt to new challenges and capitalize on emerging opportunities.
- ▶ **Create balance** by prioritizing empathy and purpose.

**What do connected
leaders bring to the table
when building an
inclusive community?**



WE ASKED...

What strategies do you employ to build and maintain strong relationships with stakeholders?



YOU SAID...

- ▶ Consistent, Effective Communications
- ▶ Bold Vision and Clear Goals
- ▶ Collaboration and Partnerships
- ▶ Stakeholder Engagement
- ▶ Networking and Relationship Building
- ▶ Stakeholder Recognition
- ▶ Regular Evaluation and Feedback
- ▶ Storytelling of Success and Progress
- ▶ BRE (Business Retention and Expansion)
- ▶ Convene and Advocate



Partnership. Assist with site selection, infrastructure design, and establishing critical business relationships. Accessible, responsive, flexible. Providing tailored solutions.

WHAT ARE THE IMPACTS OF CONNECTED LEADERSHIP?



Invite Everyone

Convene diverse stakeholders to work toward common goals and drive innovation.



Build Trust

Engender a sense of community between team members and stakeholders for better outcomes.



Create Consensus

Emphasize shared values and goals to facilitate the alignment of stakeholders around a common vision.

**What steps can be taken to
improve and evolve your
skills as an inclusive and
connected leader?**



YOU CAN...

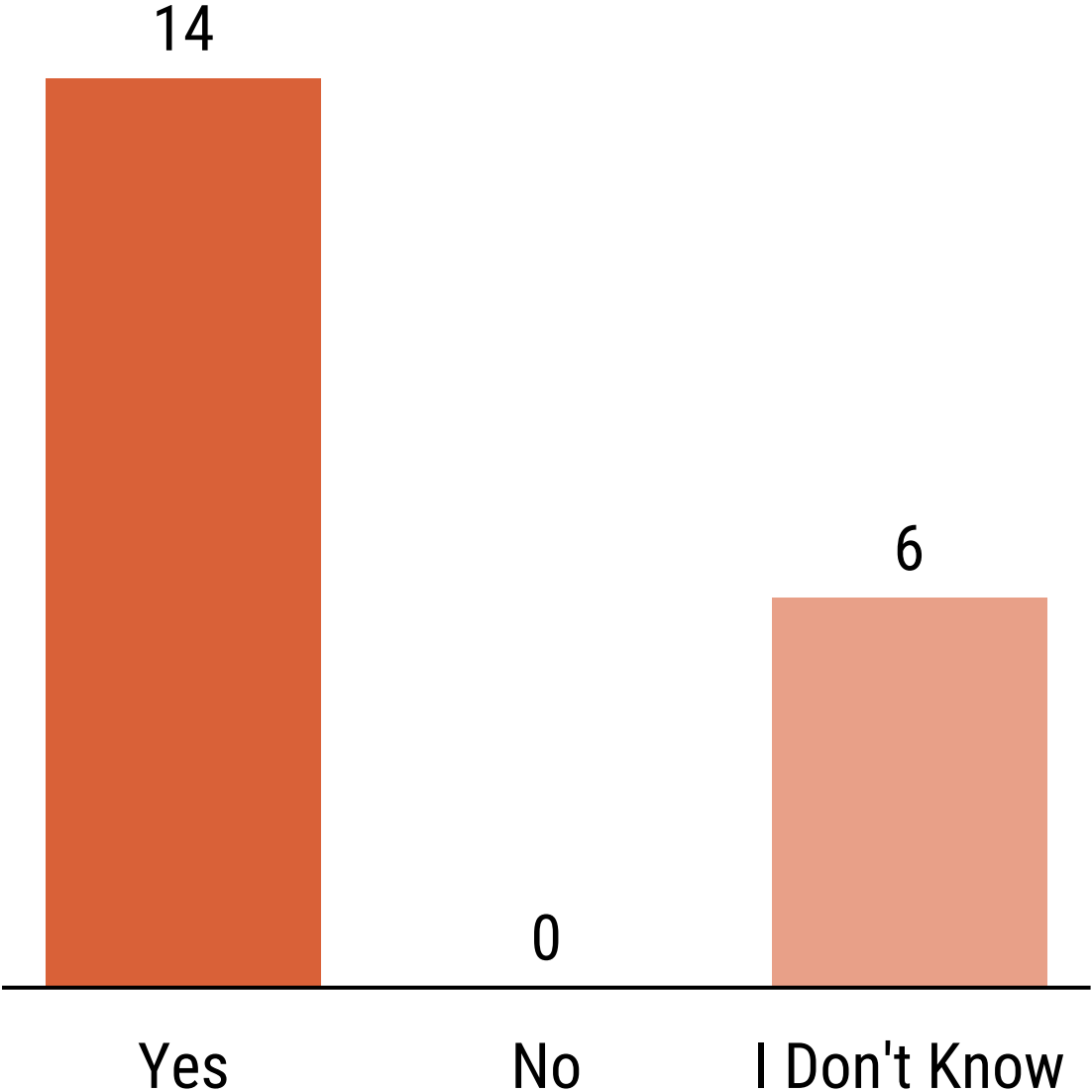
- ▶ **Reflect and self-assess:** Regularly evaluate your current relational leadership abilities, strengths, and areas for improvement.
- ▶ **Build strong communication skills:** Enhance your communication skills, both verbal and non-verbal.
- ▶ **Cultivate emotional intelligence:** Develop your emotional intelligence by understanding and managing your own emotions and being aware of the emotions of others.
- ▶ **Continuously learn and adapt:** Stay updated on industry trends, best practices, and new approaches to leadership.

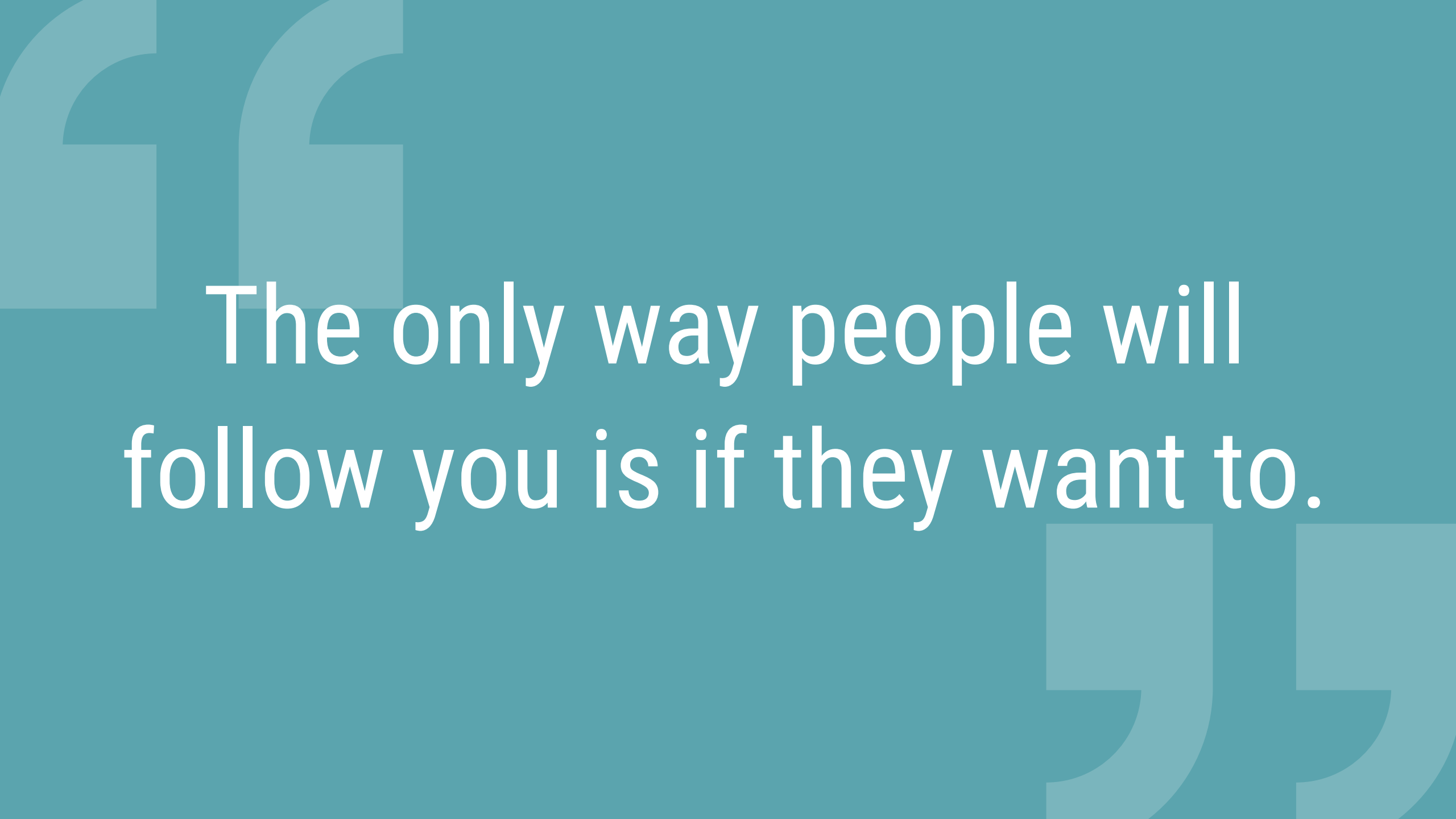
WE ASKED...

Are you an inclusive and connected leader?



YOU SAID...





The only way people will
follow you is if they want to.

QUESTIONS

THANK YOU



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And sign up for our newsletter!

