BUILDING COMMUNITY SUPPORT
JoAnne Lewis, Douglas-Coffee County Chamber of Commerce / EDA
THE ROAD TO SUCCESS IS ABOUT THE TEAM!
STORY LINE!

• Rural American caught up in a storm
• Found herself in uncharted territory
• Identified her goal
• Evaluated current situation
• Set out to achieve her goal
JOURNEY FOR SUCCESS?

Our journey often begins without a clear understanding of the direction we need to take.

Poor Signage – Lack of Direction!
THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION!
LET'S TAKE A WALK
BRAINLESS SCARECROW

- Brainless – did not have a clue
- Unaware of his surrounding
- Full of doubts
- Once he joined the team he proves to be the most clever and resourceful
- In the end, the Scarecrow is left in charge of Oz.
RUSTY TIN MAN

- A Woodman - cursed by the wicked Witch of the East and became metal.
- It rained – Rust set in!
- A few drops of oil; he’s good to go!
LION WITH NO COURAGE

- Full of “roar”
- No Courage for Change
- Only courage to Challenge
MY HERO – TOTO!
Barking up the right tree!
Wonderful WIZARD of Oz

- He was just a Man!
- Hiding behind a curtain of power
- Wanted folks to think he had all the answers!
- Is the Wizard on your team?
HERE’S THE DEAL!

Pick your battles if you want to win the war!
What Does the Future Hold?

The future is not a place we are going, it’s a place we are creating.