



Creating The Places We Love

REBECCA UNDEM
EXECUTIVE DIRECTOR,
GROWING SMALL TOWNS



Something we
don't talk about
enough in
economic
development:

LOVE.



Hi!

I'm Rebecca.

- Proud Boomerang: Oakes, ND (pop. 1800)
- Organizational Development Specialist
- Author, Speaker and Development Coach
- Former Economic Developer



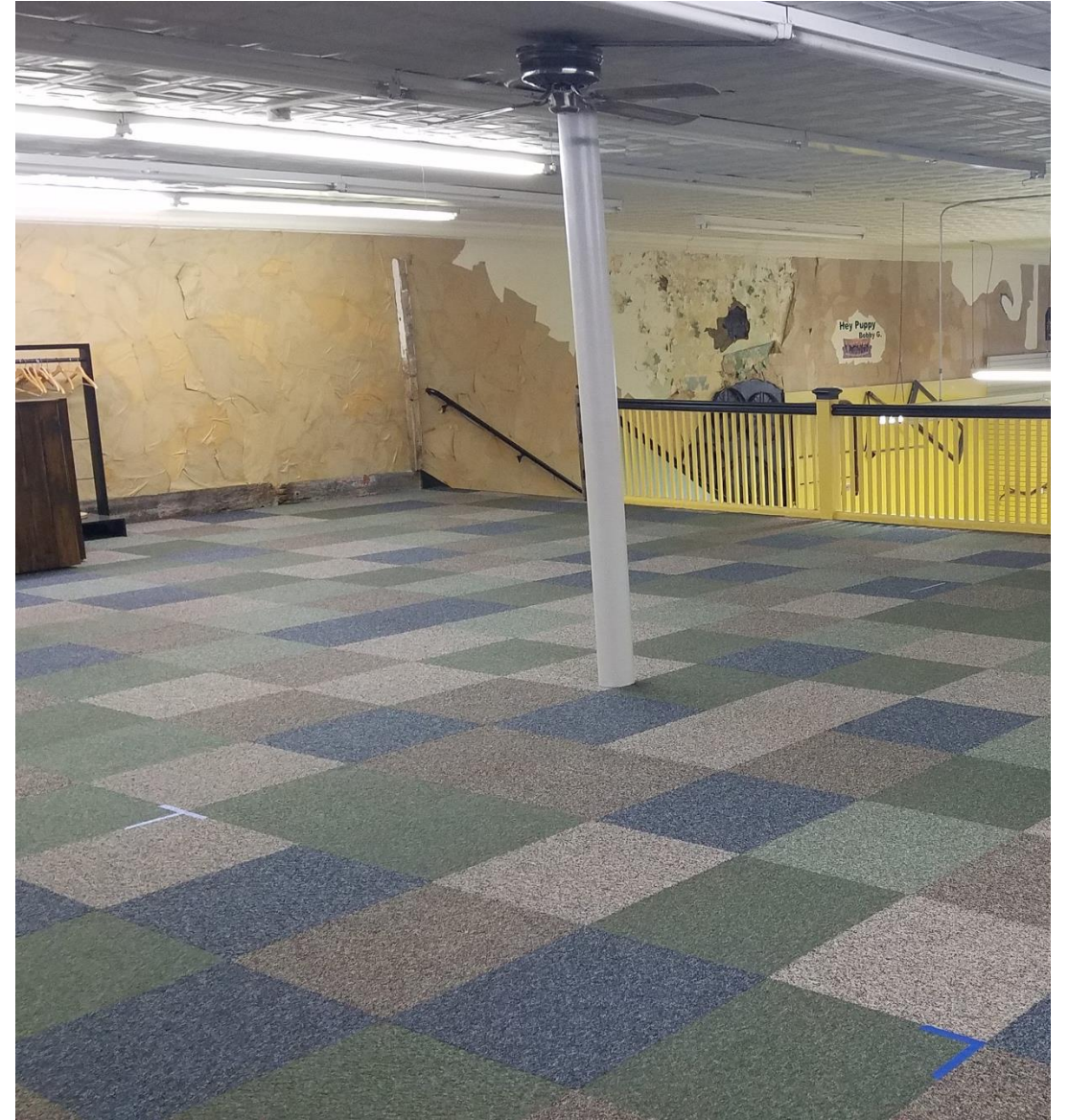


















What would
make me love
this place more?

I would
love to
see...

- Coworking
- Good tech
- Cool, inspiring environment
- A place I wanted to invite people to visit
- A place that I controlled
- The kind of space I liked to speak in
- People-centric programs for small towns

What is *my* role in
creating it?

October 29,
2020...

No. 81

WARRANTY DEED

Gary L. Elsen a/k/a Gary Elsen
and Margaret M. Elsen a/k/a
Margaret Elsen, husband and wife,
po Oakes, ND 58474

Document No. 140079
Dated: Oct. 29, 1980
Rec'd: Nov 1980 at 10:30 A.
Consideration \$1.00 and Other
and valuable consideration

to

Howard L. Seefeldt and Dorothy J.
Seefeldt, husband and wife, as
tenants in common, po Oakes, ND
58474

Recites in part:

said parties of the first part do GRANT, BARGAIN
the said parties of the second part, their heirs
that land in Dickey Co., ND, described as

and CONVEY
designs, F
to-wit:

& 6, Blk. 11, Original Plat of Oakes.



5 Love Principles

- Belong at the center of everything we do
- Even more important in small towns...

“Same rock,
bigger ripple.”

REBECCA UNDEM



Love Principle #1

It's OK to pursue what
YOU want.

Love in Action

- No “market research”
- I wanted it.
- I needed it.
- What if that was enough?

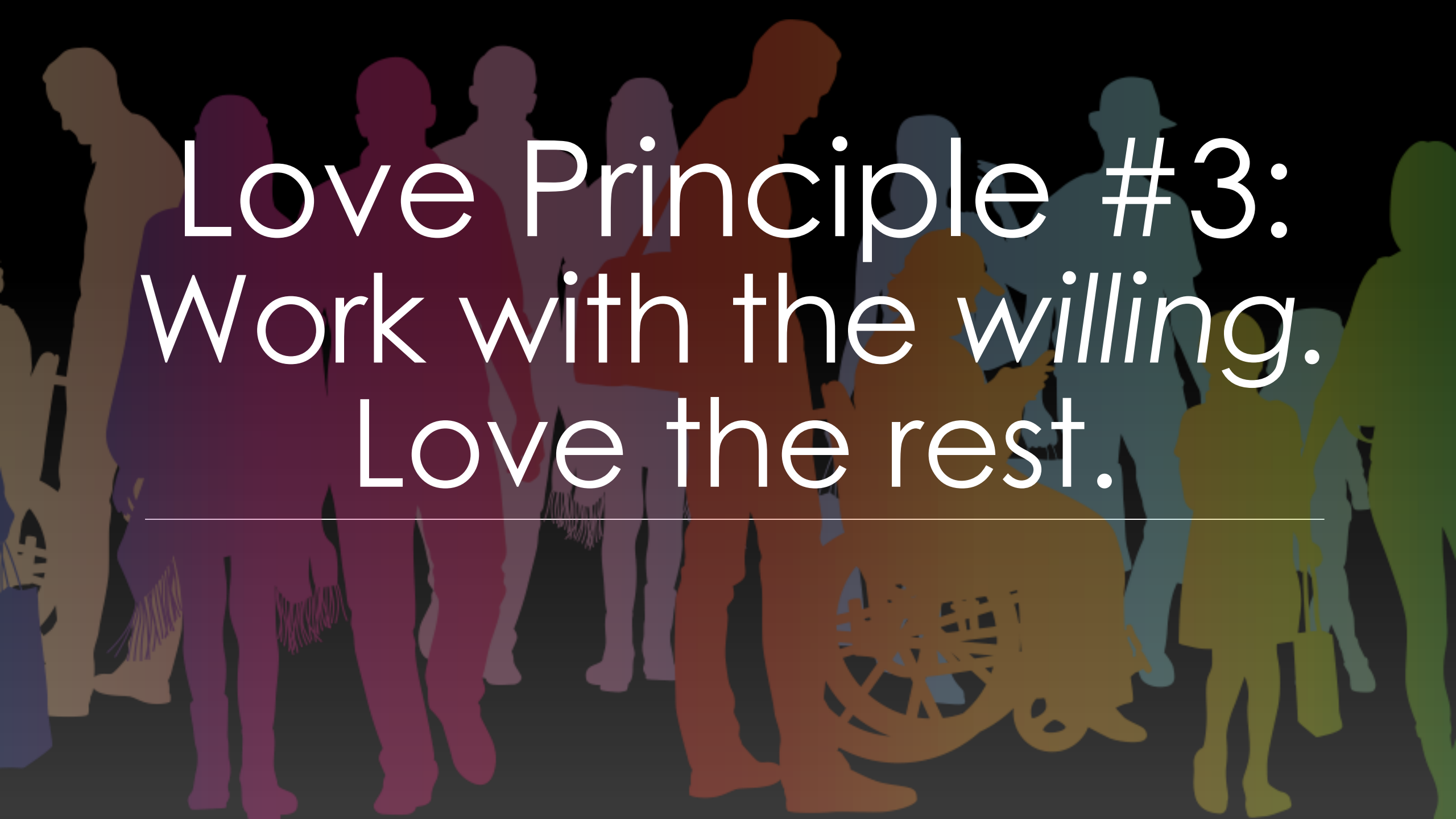
Love Principle #2

EVERY NEW IDEA SEEMS CRAZY
UNTIL IT WORKS.



Audacity is not
the opposite of
pragmatism.

If all we ever do is all
that's ever been done,
our small towns will die.

A background image featuring a crowd of people in various poses and colors (brown, purple, red, blue, green) against a dark background. The silhouettes represent a diverse group of individuals, including a person in a wheelchair and a person with a cane.

Love Principle #3:
Work with the *willing*.
Love the rest.

So, who are the willing?
And how do we find
them?

Who We Need to Accomplish Big Things



CHAMPIONS



CO-DRIVERS



ACCOUNTANTS



MENTORS



CHALLENGERS

Champions



THEY ARE YOUR CHEERLEADERS.

THEY SEE YOU AND LOVE YOU
REGARDLESS OF WHAT YOU
ACHIEVE.



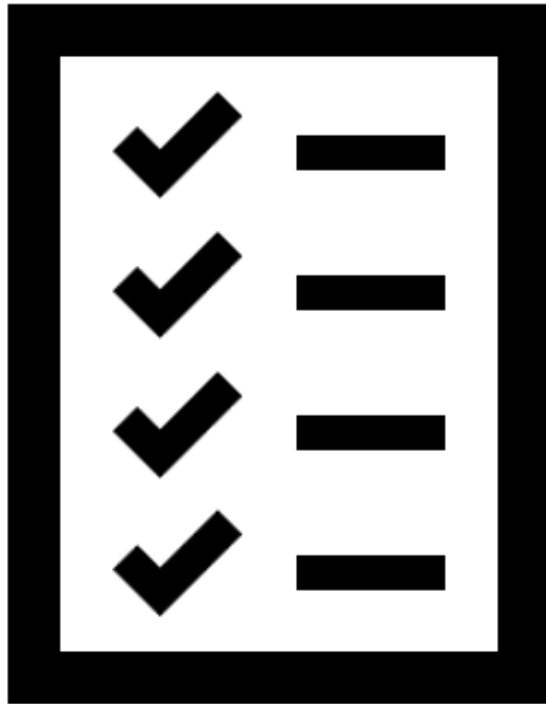
Co-Strivers



THEY COMMISERATE WITH YOU.



Accountants



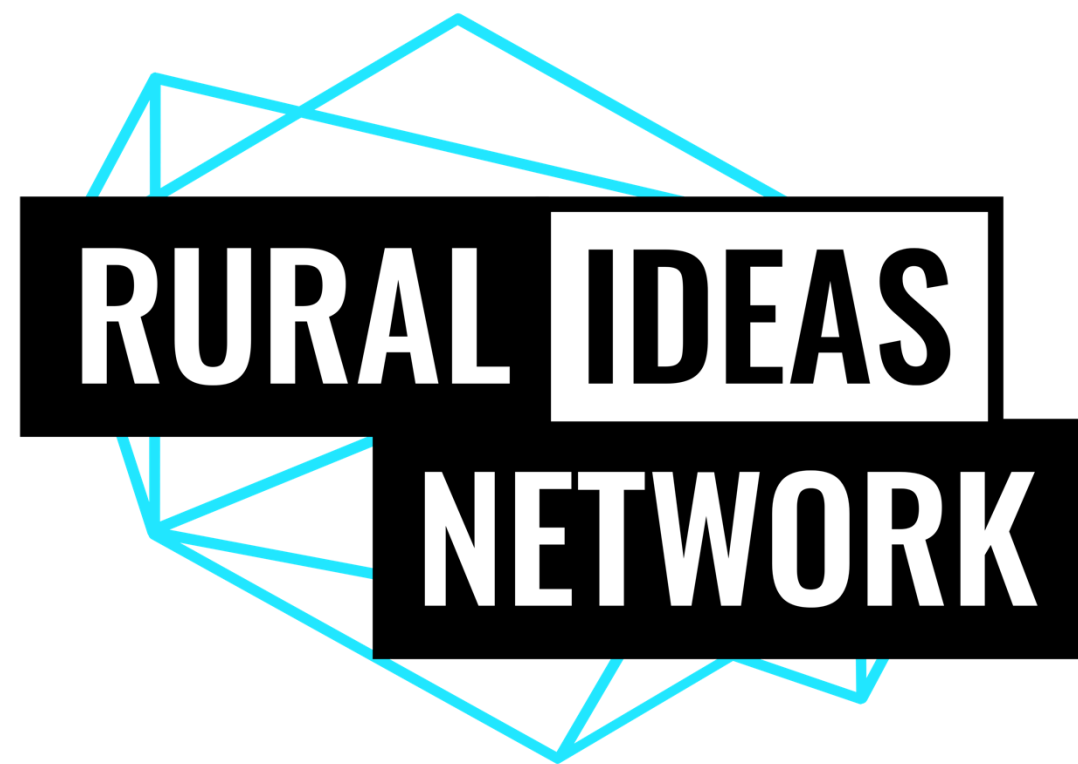
THEY HOLD YOUR TOES TO THE FIRE.



Mentors



THEY ADVISE YOU AND COUNSEL
YOU.



Challengers



THEY POKE HOLES IN YOUR IDEA
AND CHALLENGE EVERY
ASSUMPTION YOU MAKE.

THEY HELP US OPTIMIZE OUR IDEAS
BECAUSE WE CAN'T BE OBJECTIVE
ABOUT OUR OWN STUFF.

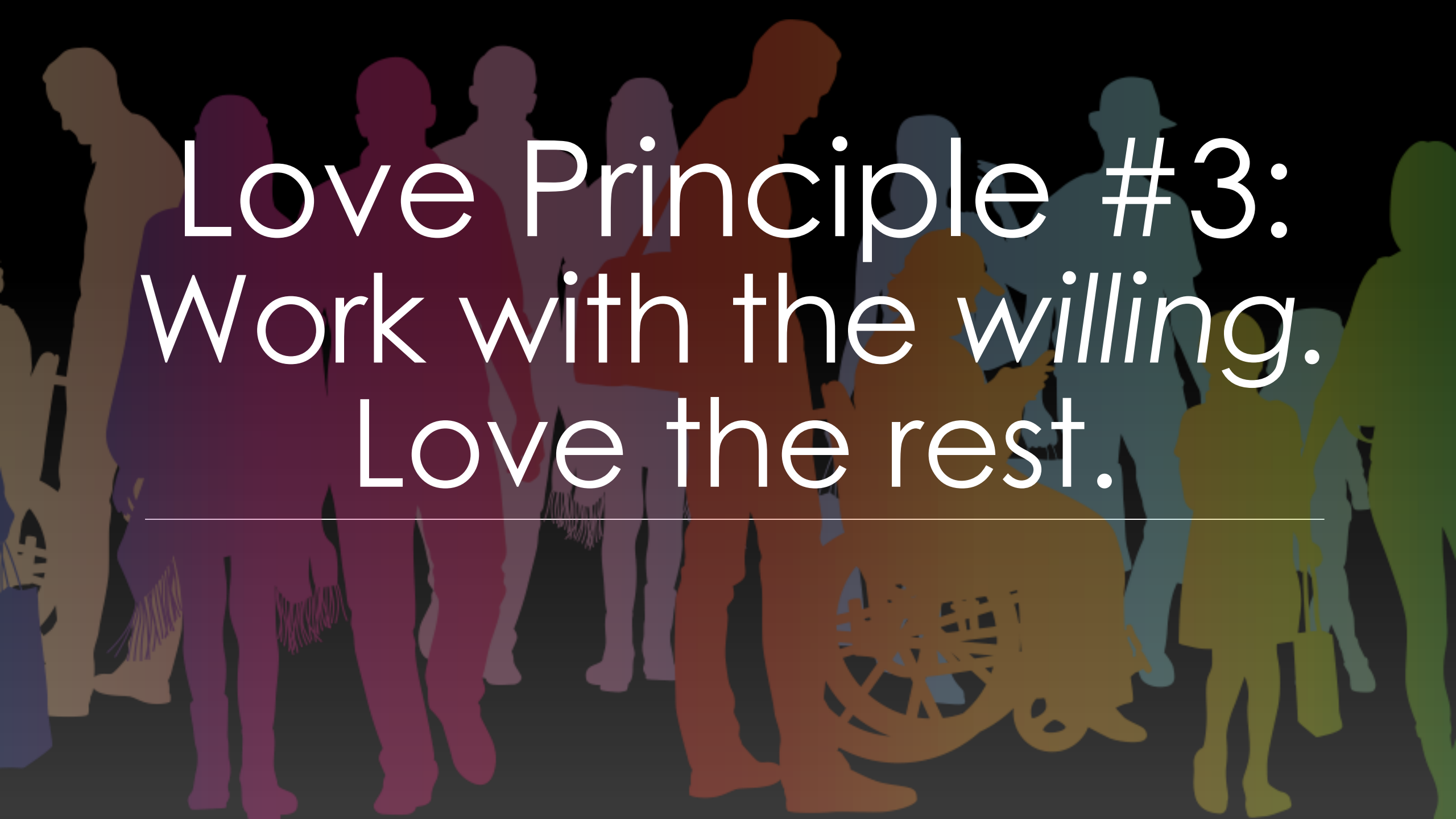


You may not need to find 5 separate people to play these roles.

Allow people's gifts to shine; Don't force them into roles not meant for them.

You may not find them in your backyard.

Notes on The Willing

A background image featuring a crowd of people in various poses and colors (brown, purple, red, blue, green) against a dark background. The silhouettes represent a diverse group of individuals, including some in a wheelchair and others carrying bags.

Love Principle #3:
Work with the *willing*.
Love the rest.

So, who are the “rest”?
And how do we love
them?



The WBC

If their life
doesn't
inspire you,
don't let their
criticism
affect you.

Love Principle #4

Speak Up
So Your
People
Can Find
You



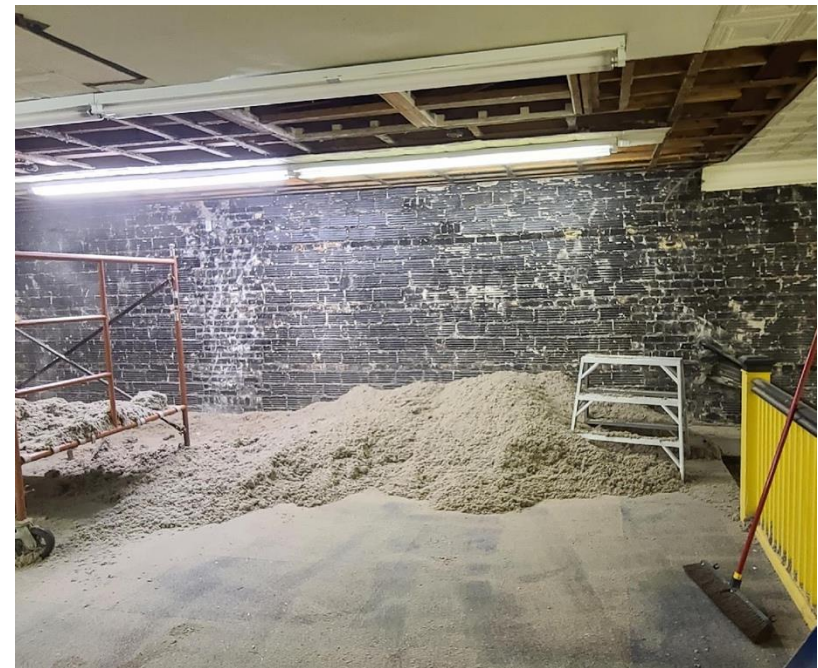
One Goal: to
share my
vision with at
least 1 new
person every
single day.



Love in Action



Love Through Sweeping







Love Principle
#5:
We lose so
much if we only
measure ROI
financially.

The “Standard” metrics of success...

- 3k people from 12 different states
- Part of a national coworking network
- Podcast studio reaching 48 states, 158 cities in the US; 30 countries and 54 cities internationally
- Donated to 20 organizations and groups to host events
- Supported over 50 small businesses in our region, including several startups
- Oakes: 143 Chamber business members; 52% owned by women; 33% owned by 35 + under

What if the metrics of
success for
communities looked
differently?



OH YEAH

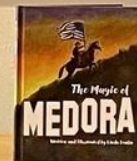
EXIT









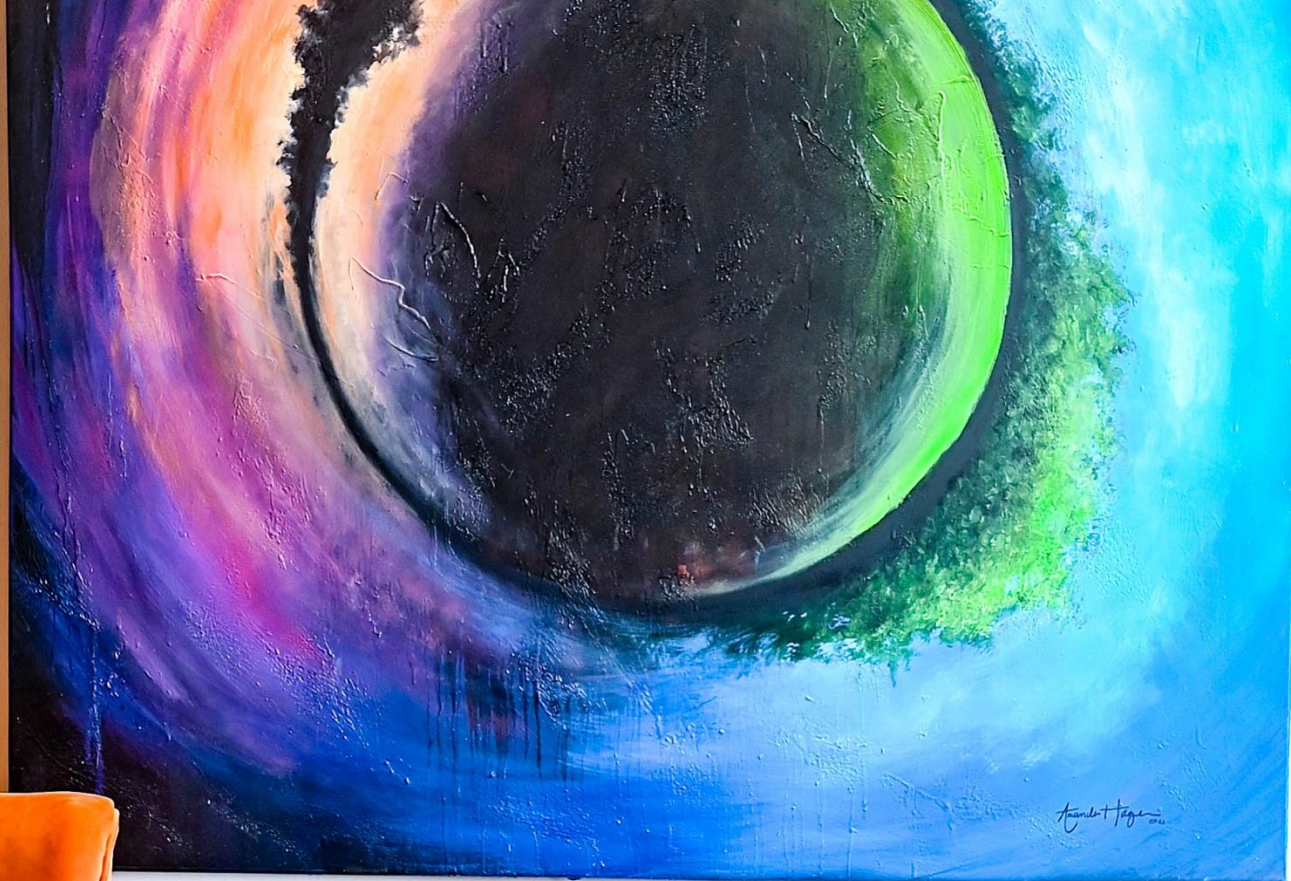






GROWING SMALL TOWNS









We all have the
power to create
places we love.

That's why
we're here.