



## People and Land Leadership Council Recommendations

**“Focusing For Success”**

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L A N G L E Y G R O U P

## Role of the Leadership Council

- Own the Six Pillars of Prosperity
- Communicate the Six Pillars
- Support, Assist, and Inspire the Regions of Michigan to implement the Six Pillars
- Advocate at Federal, State, and Local levels for public policies aligned with Six Pillars
- Ensure Resources to Sustain PAL Goals



L A N G L E Y G R O U P

## Best Practices for Regional & Statewide Coalitions

- Understand the Demographics and Map it
- Reach out on a personal level
- Build Broad Inclusive Coalition
- Reach into Central Cities/Make sure message is heard
- Seek Philanthropic, Reformers, Business Leadership
- Include Distinct/Compatible Issues and Organizations
- With the Coalition, Seek Media Attention
- Prepare for Controversy and Challenges
- Commit to Long-Term

## Structural/Organizational Options

- 501(c)3, (c)6, Ad Hoc (supported)
- Governance – Formal/Informal
- Constituents/Stakeholders (Sectors)
- Funding paradigms

## What's Needed

- State/Regional Leadership Capacity
- Better Knowledge –base for What is Achievable and How-to
- Better Agreement/Alignment on Statewide Priorities
- Commitment to Outcomes Over Next Three to Five Years

## Recommendations

- Commit to Goal of Building Collaborative Leadership Capacity in Regions/State
- Add a Few Key Appointments to Leadership Council
- With Input From Regions, Establish and Communicate Public Policy Priorities/Goals based on Six Pillars
- Secure Resources for Education/Capacity Building Fellowship and Advocacy

“2009 is the year that Michigan began to build the future. It started by building the leadership necessary to address its toughest, most thorny issues affecting its economy and quality of life, and began solving them. We did it by engaging those who care the most. We taught them what they needed to know to make great decisions together. We worked together to create a supportive landscape for communications and advocacy that drove the needed changes in public policy. We continued to work together to implement the innovations and practices we needed to build a greater Michigan. It was not easy, but it will mean a better life for our children, our grandchildren, and their children.”

People and Land, 2014



## **PAL Leadership Council Goals**

- Engage those who care the most
- Teach them what they need to know
- Work to build a supportive landscape for communications/advocacy through focus on common issues statewide
- Let the regions execute
- Celebrate success
- Repeat



THANK YOU !!!

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