

In the next 20 years, Greater Omaha could emerge as one of America's next great regions. What if we could be intentional about making that happen?

#### WHAT IF

we could identify key trends in technology, population, community, education and health that will impact Greater Omaha's prosperity and economic vitality for the next 20 years? And...

#### WHAT IF

we could apply specialized processes to assess the impact of these trends and identify future options of what Greater Omaha's economy and job opportunities can be 20 years from now? And...

#### WHAT IF

we asked community leaders to use this trend information and these specialized processes to identify steps that need to be taken to become the "Next Greater Omaha"?

## LEAD FACILITATOR & RESIDENT FUTURIST

Described as a "human spark plug," Rebecca Ryan is the founder and owner of NEXT Generation Consulting, the resident futurist at the Alliance for Innovation, the resident futurist at AGRIP, a senior advisor at the Governing Institute and beginning in 2017, the resident futurist for Greater Omaha!



United Way  
of the Midlands



Urban League of  
Nebraska | Empowering Communities.  
Changing Lives.

For more information, please contact Jamie Berglund.  
402-233-7142 | jberglund@omahachamber.org

Through a partnership of three of Greater Omaha's best known organizations – leaders in the fields of business development, social service delivery, and race relations + workforce development – we have an opportunity to consider our possible economic future, alleviate poverty and determine how to play smarter, to work with the trends facing us and be on the cutting edge of trends facing the world. The time to start is now.

The project is called **Strategic 4Sight**, an ambitious collaboration drawing on the strengths and future- focuses of the Greater Omaha Chamber, United Way of the Midlands and Urban League of Nebraska.

# STRATEGIC 4SIGHT

## OBJECTIVES

Develop a bold, future, economic identity for Greater Omaha that will transform the community into an even better, more future-focused version of itself.



Forge new partnerships and alliances among regional stakeholders committed to next-generation strategies.



Engage leaders who can drive action from this initiative and are committed to making the region a great place for current and future generations.



## TIMELINE | BENCHMARKS

- **Kick-off** | Feb. 28
- **Trend Analysis & Scenario Development** Jan.- April Identify and prioritize trends impacting our community, and design plausible future economic and workforce scenarios for Greater Omaha.
- **Future Selection & Planning & Strategic Doing Labs** May-Nov. After viewing possible economic and workforce future scenarios, community leaders will select one scenario and develop a 20-year plan to achieve it. This phase includes "Strategic Doing" labs where community members will be convened to learn practical tools to quickly form collaborations and move our community economic development goals toward measurable outcomes.
- **Fundraising & Implementation** 2018 & 2019 Embracing a call to be visionary, inclusive and next-generation-focused, the economic development campaign that emerges will complement and support the objectives of previous community plans. Throughout 2018, the Greater Omaha Chamber will use process results to shape and fundraise for its next long-term economic development strategy, Prosper Omaha II, which will be implemented in 2019.

EMERGING • UPWARD • GREATER • TOGETHER