

Northwest Regional Planning Commission

# NWRPC



*keeping your future as our focus*



# Objectives

- 🔍 **Deeper insight into how your RLF markets or promotes itself**
- 🔍 **Practical application of establishing your RLF as a go to brand**
- 🔍 **Tactical strategy to separate the tire kickers from the real projects**

# About NWRPC and affiliates

- Cover 10 counties in NW Wisconsin
- Over 10,927 square miles
- Approximate population 179,000
- As an advocate for Northwest Wisconsin, NWRPC is a leader, a coordinator, and an advisor. This is accomplished through implementation of our core functions of planning, community development, and economic development.



# Resource Collaborator/Connector

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# Sales and Marketing

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# Lesson Learned:

Government and related agencies  
are **REALLY BAD** at marketing  
available programs



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# Marketing the Best Kept Secret

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**We make good (bankable) deals  
better to build the economy of  
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# 1 Mission = 1 Message

- 🔍 **Keep it simple (one person many hats with one message)**
- 🔍 **An intentional and precise declaration about your business's purpose and passion**
- 🔍 **The guiding principle for all actions and decisions**
- 🔍 **What is your purpose? Why do we exist? (Niche)**
- 🔍 **Externally focused (Corporate Social Responsibility)**
- 🔍 **A well defined mission statement becomes the key strategy for small business achievement**

Source:

Pearson, Ken. August, 2013. "Mission Driven: Accelerating Growth through a Focused Mission Statement." Western Dairyland Business Center.

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# 1 Mission = 1 Message

- 🔍 **Defined and Measurable**
- 🔍 **Portable (35 words or less)**
- 🔍 **Creates a continuous sense of community for stakeholders, employees and customers**
- 🔍 **Benchmark for Accountability**
- 🔍 **Evaluation and Decision Making Tool**

## Sources:

Pearson, Ken. August, 2013. "Mission Driven: Accelerating Growth through a Focused Mission Statement." Western Dairyland Business Center.

Power, Rhett. Feb. 19, 2016. "4 Reasons you Need a Personal Mission Statement." The Inc. Life. Retrieved online at <http://www.inc.com/Rhett-power/4-reasons-why-you-need-a-personal-mission-statement.html>

Zetlin, Minda. (oct 22, 2013). "4 Ways to Measure your Leadership Skills." Inc.com. Retrieved online at <http://www.inc.com/minda-zetlin/4-ways-to-measure-leadership-skills.html>

Smith, Glenn. (March 29, 2016). "7 Reasons your Company Needs a Clear, Written Mission Statement." Glenn Smith Executive Coaching. Retrieved online at <http://www.glennsmithcoaching.com/wp-content/uploads/2016/03/7-Reasons-Your-Company-Needs-a-Clear-Written-Mission-Statement-1.jpg>

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# 1 Mission = 1 Message

- What are you passionate about?
- What is your purpose?
- Can you create a succinct message in 35 words or less?
- Can you define all the words and do they mean something?



# 1 Mission = 1 Message

- Use and review daily
- Engrain it into your staff/advisors
- Tie everything you do back to your mission
- Revise the mission statement yearly
- Avoid Mission Creep



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# Strategic Fit without the Fits

- Separate the tire kickers from the real deal
- Leave the Office
- Find natural fits with your niche (mission)
- Teach partners how to become advocates
- Be up front (what makes a deal)
- Built in vetting process

# Building Brand with Promotions that Resonate

- 🔍 **Promotional material for specific target market vs general material**
- 🔍 **Build brand with your targeted message**
- 🔍 **Be approachable and available while holding accountability to taxpayers**

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# Thank you!

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