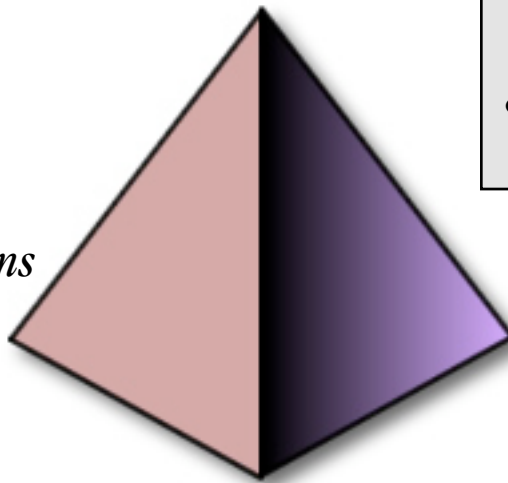


21st Century Leadership

A brief overview

- *Information is no longer a scarce resource, and cannot be controlled by a few decision makers*
- *Diversity of views and goals requires working toward consensus to gain support*
- *A futures orientation is required, rather than a crisis management approach*
- *Commitment to the common good is essential*

Leadership based on consensus



Telecommunications as an essential community infrastructure

Effective economic development strategies

Support for entrepreneurship

PITFALLS

- Focus on transformation, rather than reformation. Reforming efforts try to make old strategies more efficient, which does not work anymore. Transformational thinking looks for breakthrough approaches (that often cost less and work better).
- Beware of “the best laws money can buy.” Educate legislators about community needs.
- Beware of empire-building (huge projects with big budgets). Plan lightly—many small projects directed by common goals produce results faster, more effectively, and at less cost.
- Avoid “this is the way we always did it” syndrome. Education is the key focus, not technology. Commit to lifelong learning and a willingness to look to the future, rather than the past.
- Don’t let technology (and technocrats) run the effort. Community needs must define technology requirements (not the other way around). Technology should serve human needs.

