

# Nebraska is Finally Changing! What Are the Implications For Your Operation? What Action Steps Are Needed to Get In Sync?



**THE PAST**

Nebraska is a state of pioneers—hard-working entrepreneurs buy raw materials from one supplier, mark them up and resell them in their local markets. The profits are also spent in their local market. Civic officials focus on street repair, budgets and maintaining the status quo. This one-size-fits-all world is defined by handshakes, memories and grit. Youth remain and take over the operation. Business is cut-and-dry.



**THE FUTURE**

Nebraska is becoming a state of digital innovation, demographic diversity and geographic cross-fertilization. Fusion and customization are key in product design. Employees become free agents with side gigs. The culture is becoming unique, artistic and interdependent. Civic officials evolve the 'community concept' while building UrbaNatural enclaves. Rural and urban citizens embrace a shared identity.



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# How to Get In-Sync With Change and Accelerate **Post-Pandemic Progress**

1. **Connect the dots:** Connecting the dots means finding relationships between disparate pieces of information. Facts, trends, research, events...even images can trigger new ideas that lead to strategies. Chess players connect the dots when they plan their possible moves four and five steps ahead. Possibilitize!
2. **Embrace critical thinking:** Look at situations from all angles. Take time to hear others' thought process. Keep asking, "What if...?"
3. **Avoid blame:** Know that you and your teammates can solve most problems if you keep your cool and resist the urge to place blame.
4. **Discard the past:** Accept that the traditional ways of doing things may no longer be as relevant as they once were – instead, examine emerging trends to make a quantum leap beyond industry norms. Embrace a start-up mindset; find a digital path, Stretch out!
5. **Stay curious, play with the puzzle:** "The combination of curiosity and lead time can turn any chore into a delightful, exploratory puzzle. Puzzles solved have far more penetration and staying power than chores completed."
6. **Think broadly:** Instead of managing the problem or process, manage the human imagination. Find a metaphor or symbol that helps you look at the problem differently.
7. **Specialness:** Look for a solution that goes beyond functionality. Keep pushing until you see 'glow, tingle and wow.'
8. **Bring in an outsider:** Hire contractors or consultants from a different industry who will challenge the assumptions that drive your current strategy.
9. **Move toward experimentation, even chaos.** Acquire new companies, have dream sessions. Recognize idea champions. Foster entrepreneurial thinking. Mix things up, network with outsiders, move teams around.

