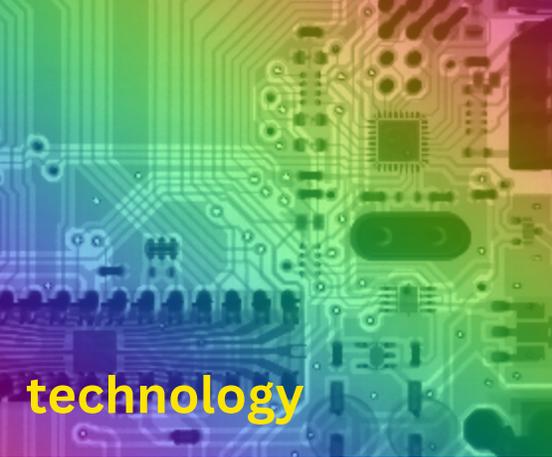




THE CONSCIOUS EVOLUTION OF OUR STATE

t r a i n i n g
s t r a t e g i z i n g
c o a c h i n g
p l a n n i n g
r e s e a r c h i n g
v i s i o n i n g
c r e a t i n g
t r a n s f o r m i n g
r e i m a g i n i n g
i n s p i r i n g
d e s i g n i n g

bold solutions to chronic problems



technology



creativity



agriculture



NEW ENERGY



diversity

URBANATURAL
AMERICA.COM

NEWBRASKA.COM

NEW STATE OF MIND

In the mid 1800s, our forefathers moved west and settled in these plains. They had a pioneering spirit; every obstacle was an opportunity. They were constantly looking for what was around the next bend or over the next hill. When things bogged down, they inspired each other to keep moving forward, never looking back.

They were committed to a new future. They 'reimagined' themselves succeeding in a new context. Every last one of them was a change agent. *Paradigm-busters.*

Generations later, many Nebraskans have a different way of looking at things. We are wary of change and skeptical of outside influences. Concerned that our businesses and our community values will erode, we put up psychological barriers. We are reluctant to rethink our assumptions about who we are and what we can become.

As a result, our state has become less competitive. We are relatively 'prosperous,' but young knowledge workers are still not interested in moving to Nebraska. Why? We are thought of as followers, not leaders (especially in the digital realm).

Many business owners and civic managers are not particularly interested in discussing this topic seriously. As a result, we have brain drain and high taxes.

BOOTS ON THE GROUND

In 2018, state leaders developed a high level strategic plan for Nebraska titled Blueprint Nebraska. It was an excellent first step, but there was no clear way to implement the objectives. NEWbraska was formed to help business owners and civic leaders execute the foresighted, strategic Blueprint plan. Meanwhile, the Nebraska Chamber has determined that innovation is the catalyst to stop brain drain.

NEWbraska's core expertise is innovation in both business and civic development.

LEARN TO INNOVATE FROM PROVEN PROS

NEWbraska helps business owners, economic developers, Chamber officials and mayors innovate faster, cheaper and smarter. As a result, they attract customers, talented knowledge workers and positive media publicity.

The first thing that must be asked is, "Are we solving the right problem?" Most firms aren't and that undermines their innovation efforts.

After that is determined, these seven attributes have to be locked into your organization's skillset and mindset:

The ability to create an appetite for change inside marketing, sales and service departments.

Sensitivity to cultural trends so that your products are as relevant as possible to the end user.

The capacity to think expansively about who and what will be driving demand in the near future.

The decision to build margin or build market share.

The willingness to segment the marketplace in new ways.

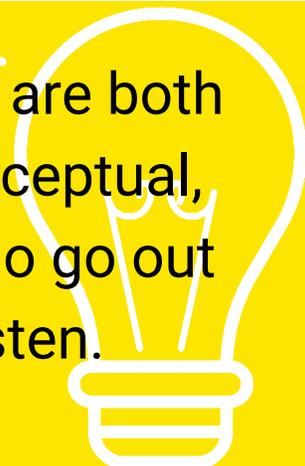
The skill to form strategic alliances that broaden your core competencies.

The ability to leverage previous successes.

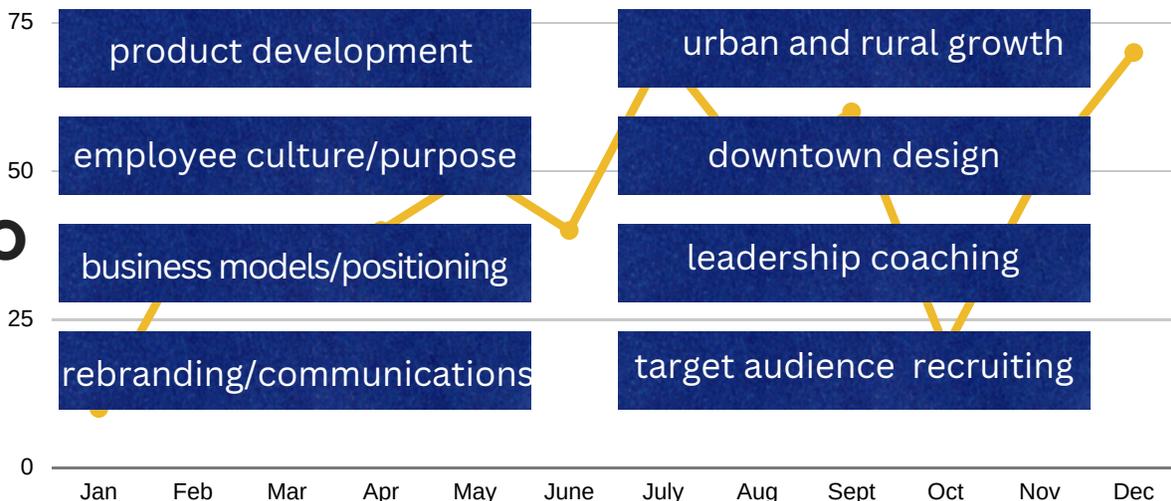


LEARN THIS FROM OUR FUTURE-FOCUSED PIONEER PREDECESSORS

The best innovators are both conceptual and perceptual, driven by people who go out and look and listen.



ADAPTING PROVEN INNOVATION PRINCIPLES TO YOUR FIRM



HIGH-LEVEL THINKING FOR NEBRASKA'S COMMUNITY LEADERS AND BUSINESS ACTIVISTS

NEWBRASKA™

Bringing Innovative People and Companies together
Through Community, Collaboration and Commerce

The obvious division in priorities and values between Nebraskans in the Central/West and the East is a symbolic reminder that we are at an inflection point in our state. Businesspeople and civic managers have the opportunity to participate in the emergence of a new era. For instance, we recognize how deep data (external logic) must now merge with the worker's need for meaning and significance (internal intuition). In this new era, we go beyond creating value to elevating **values**.

In this post-pandemic era, many workers feel a sense of lack, even despair. They are searching for a new truth, a higher purpose. At the same time, Nebraskans are drawn to an array of exciting inner potentials. Although we all want to score more individual achievements, we are eventually 'awakened' to care about the whole of Nebraska, working from a deep sense of unity and interdependence with managers, customers and vendors alike. Your organization may want to be a part of that postmodern **trend in order to be as relevant as possible**.

Most business owners scratch their heads when these concepts are discussed. That's why NEWbraska exists. We help transform 'transactional' business cultures into collaborative, 'conscious' communities where employees become their best selves. That's when productivity and profits merge with purpose and inner peace. The big idea is to inspire individual self-realization with cooperative social harmony. That 'fusionary' goal leads to reliable, intuitive teamwork. This is how we become brave, forward thinking pioneers once again. This is when our positive thinking expands beyond oneself, the ego dissolves and everything becomes **NEW**.