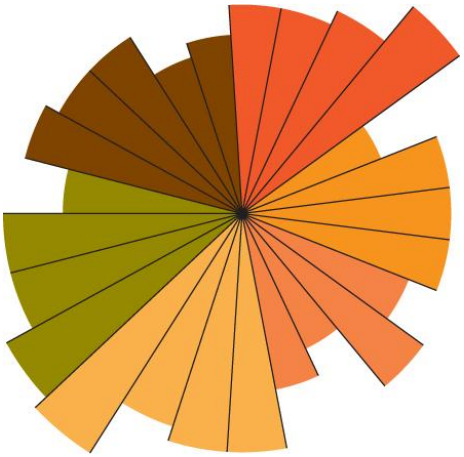
Wheel! Of! Strategies!

How Vanna White Sees Building Communities

If a picture paints 1000 words, then the Building Communities ***Strategy Wheel*** says a lot about a community.

The Strategy Wheel below-left is a graphic depiction of the relative viability of the 25 Building Communities strategies for a particular community—the longer the spoke representing a prospective strategy, the greater the likelihood of successfully implementing it.

After using the Strategy Selector tool, a community receives a report that rates and ranks each of the 25 strategies on a scale of 0 to 100. Strategies that have Key Success Factors that are not comparatively strong in a community will be represented by short spokes. Alternatively, strategies that have comparative advantages for relevant key success factors will have longer spokes.



Compare the Strategy Wheel (left) to the presentation of the 25 strategies above-right. "Other Strategies" are represented in brown. General Business Development Strategies are shown in red-orange, and so on.

What can be generally concluded for this community is:

- General Business Development, Tourism Development, and Community Development strategies are the most viable groups.
- Sector-Specific and Value-Added Business Development strategies are the most challenging, if even viable.

A closer examination reveals:

- The top viable strategies include Entrepreneurial Development, Pass-Through Visitor Services, and Downtown Development.
- Other top contenders for the community's attention and implementation include Business Cultivation, Value-Added Forest Products, Destination Tourism, Cultural Tourism, Education Development, and Health Care.
- The lowest-scoring strategies are the Energy Development, Value-Added Fisheries, Value-Added Mining, and Bedroom Community strategies.

The Strategy Wheel has two primary advantages: 1) It shows the relative strengths and weaknesses of an individual community at a glance, and 2) one community can quickly be compared to another.

Indeed, *Wheel of Fortune* has nothing on Building Communities! Care to buy a vowel?

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