

Downtown Organizational Development

A Session of The Downtown Institute, administered by the Maine Downtown Center

September 18, 2009, Augusta City Hall, Augusta, Maine

Craig Freshley, Good Group Decisions

Objective

Participants will learn about the fundamentals of organizational development, such as:

1. The value of strategic planning and how to do it
2. Institutional building blocks such as the board, staff, volunteers and knowing who does what; and
3. How to communicate within the organization and to outsiders

Agenda

- 9:00 **Opening**
 About Craig and today's session – what to expect
 Main Street Basics
 Introductions - perhaps a quick exercise to figure out who is in the room
- 9:25 **Strategic Planning**
 Theory
 Stories
 Discussion and conclusions
- 10:05 **Board, Staff and Volunteers**
 Theory
 Stories
 Discussion and conclusions
- 10:45 **Break**
- 11:00 **Communications**
 Theory
 Stories
 Discussion and conclusions
- 11:40 **Resources**
 A quick overview of online and hardcopy resources, and contacts
- 11:50 **Closing Comments**
 A chance for some reflective comments about the workshop or in general
- 12:00 **Small Group Discussions**
 Three to five small groups will gather by “program maturity.” People in new downtown organizations will chat with others in new organizations. Those in mature programs will chat with likewise. Each group is asked to discuss:
 1. What are the current or near future greatest challenges?
 2. What's the neatest thing that's worked for us recently?
 3. How can we build on each others' successes?
- 12:30 **Adjourn**