

IDEA Project
Program Handouts
Day 2

SESSION	THEME	OUTCOMES
<p>DAY 1</p> <p>Monday, 20 March</p>	<p>ST ANDREW'S ECONOMIC CHALLENGE</p> <p>LOOKING BACK ON ECONOMIC TRANSITIONS</p> <p>LOOKING FORWARD TO A CLUSTER-BASED ECONOMY</p> <p>PRELIMINARY VALUE PROPOSITION</p>	<ul style="list-style-type: none"> ⊙ Establish a clear understanding of workshop outcomes ⊙ Establish context: <ol style="list-style-type: none"> 1. The St Andrews Vision 2. Common understanding of the Social Benefit Cost Analysis ⊙ Develop a shared understanding of “Why am I here?” ⊙ Pressure test and rank industry clusters ⊙ Build preliminary partner value propositions between Government, Tokyu, Community and Industry ⊙ Identify key issues that may block economic development and transition programs ⊙ Test industry cluster ranking and key assumptions (Industry experts reference group)
<p>DAY 2</p> <p>Tuesday, 21 March</p>	<p>BUILDING AN END-TO-END ECONOMIC TRANSITION PROCESS</p>	<ul style="list-style-type: none"> ⊙ Develop a shared understanding of key findings of the Global Study Tour ⊙ Establish a community leadership process ⊙ Develop/agree economic transition principles ⊙ Understand and test the end-to-end economic transition process (simulation) ⊙ Clarify end-to-end economic transition process issues and options (International reference group)
<p>DAY 3</p> <p>Wednesday, 22 March</p>	<p>DRIVERS OF GROWTH</p> <p>QUICK WINS</p> <p>ECONOMIC FOUNDATIONS</p> <p>NEXT STEPS</p>	<ul style="list-style-type: none"> ⊙ Conduct gap analysis for drivers of growth, quick wins and economic infrastructure ⊙ Develop one year objectives for the due diligence and quick wins phase ⊙ Identify options ⊙ Develop high level tasks, milestones, timelines and resources for achieving one year objectives ⊙ Agree next steps

Time	Session	Handouts
8:30	Opening Session	
9:00	Global Study Tour	
9:30	End-to-End Process Overview	
9:45	Establish Community Leadership Process	
10:45	Break	
11:00	Economic Transition Principles	
12:00	Lunch	
12:30	Due Diligence & Quick Wins Phase	
2:00	MOU & Strategy Phase	
3:00	Break	
3:15	Implementation Phase	
4:15	Preferred Community Leadership Process	
4:45	Debrief Process Pressure Testing	
5:15	Check-Out	
5:45	Close Day's Proceedings	
3:00	Process Expert Video Conferences	
12:00	Close	

Economic Transition Process

St Andrews Brand

Phase 1 - Due Diligence
2000/1

Phase 2 - MOU
2001/2

Phase 3 - Implementation
2003+

Program Management

1ST Workshop

Project Definition

Phasing Strategy

Growth Drivers

INDUSTRY ANALYSIS
MARKET RESEARCH

**Marketing Plan
Strategic Alliances**

MARKETING STRATEGY

Economic Infrastructure

INFRASTRUCTURE REQUIREMENTS,
PUBLIC POLICY, ADJACENT LAND USES

Public Policy Program

PUBLIC POLICY STRATEGY

Community/Social

COMMUNITY CONCERNS

Community Values

DEVELOPMENT STRATEGY

Finance & Investment

SELF-FUNDING FINANCE

Phase 2 Finance

INVESTMENT STRATEGY

Quick Wins

QUICK WINS STRATEGY 1

Quick Wins Strategy 2

QW Deals 1

QW Deals 2

QW Deals 3

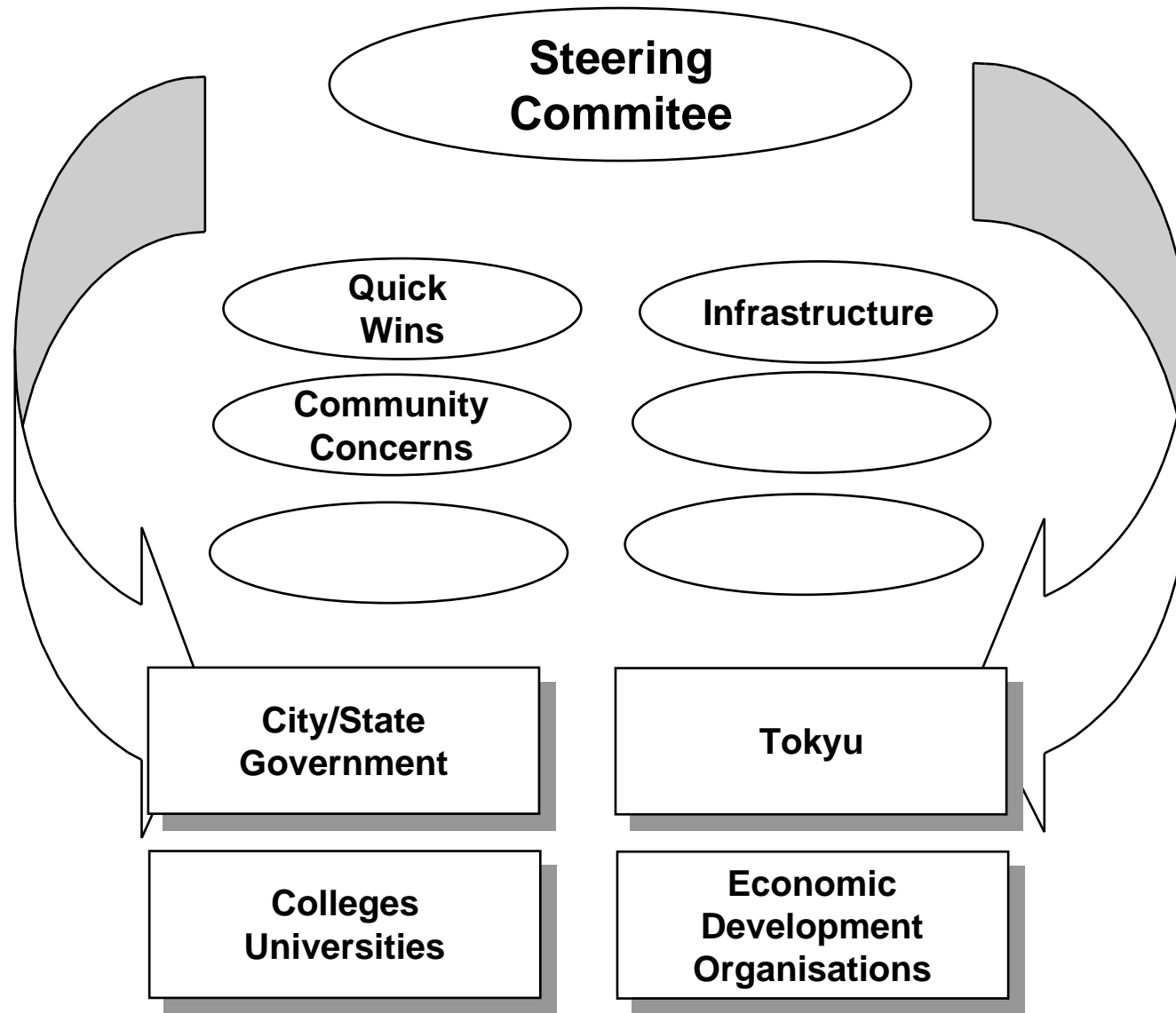
**Business Cases
Community Values**

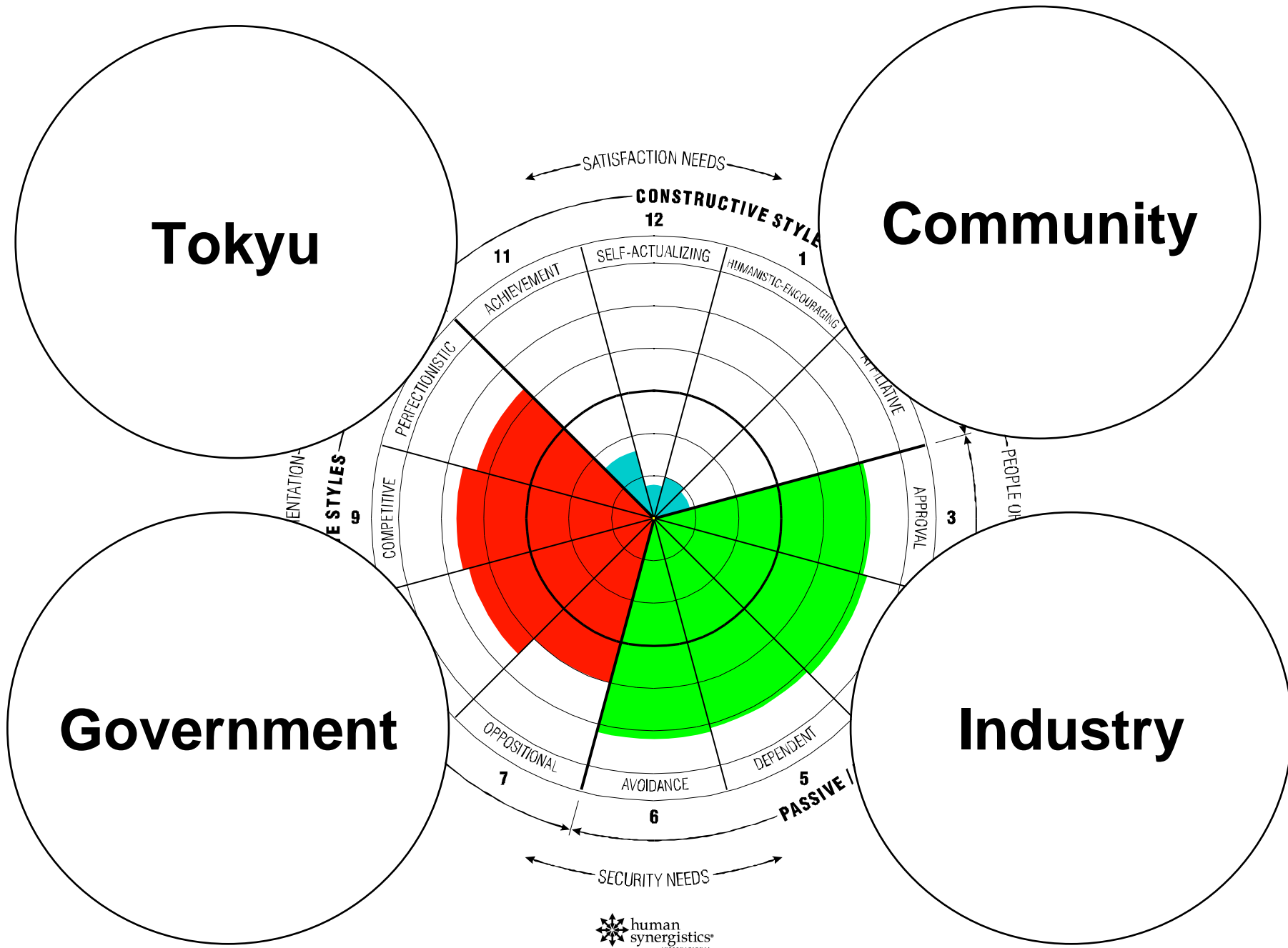
MOU's Alliances

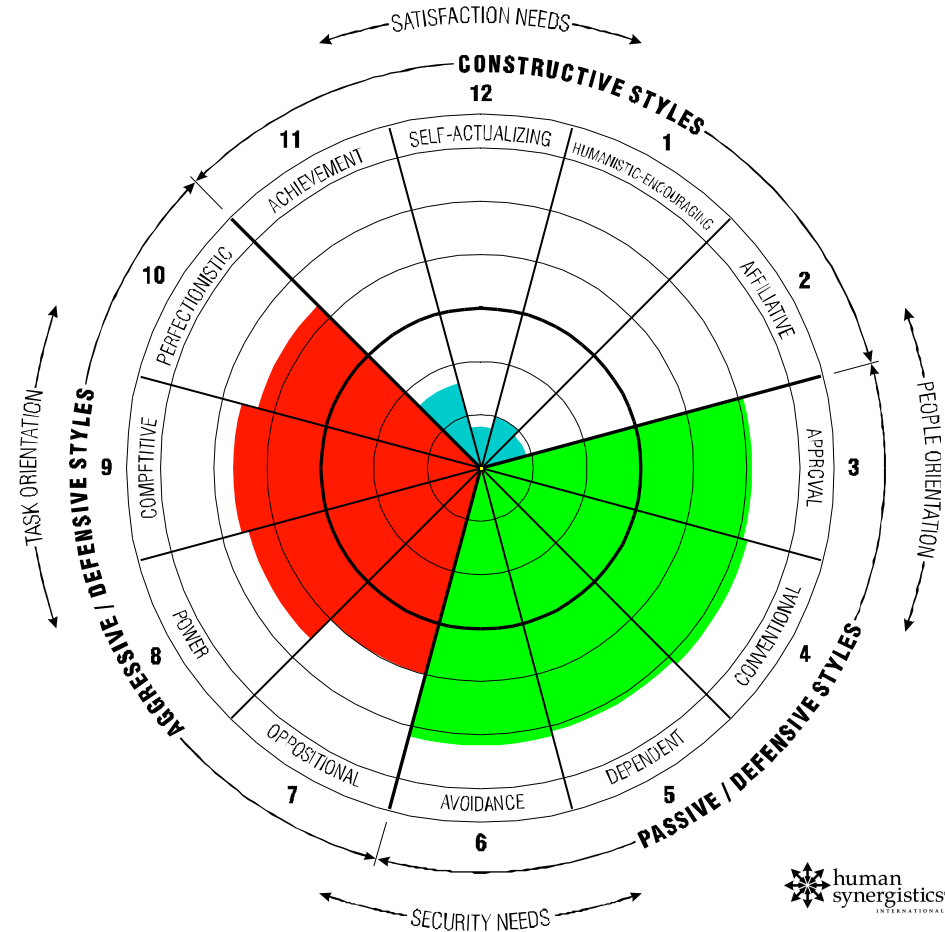
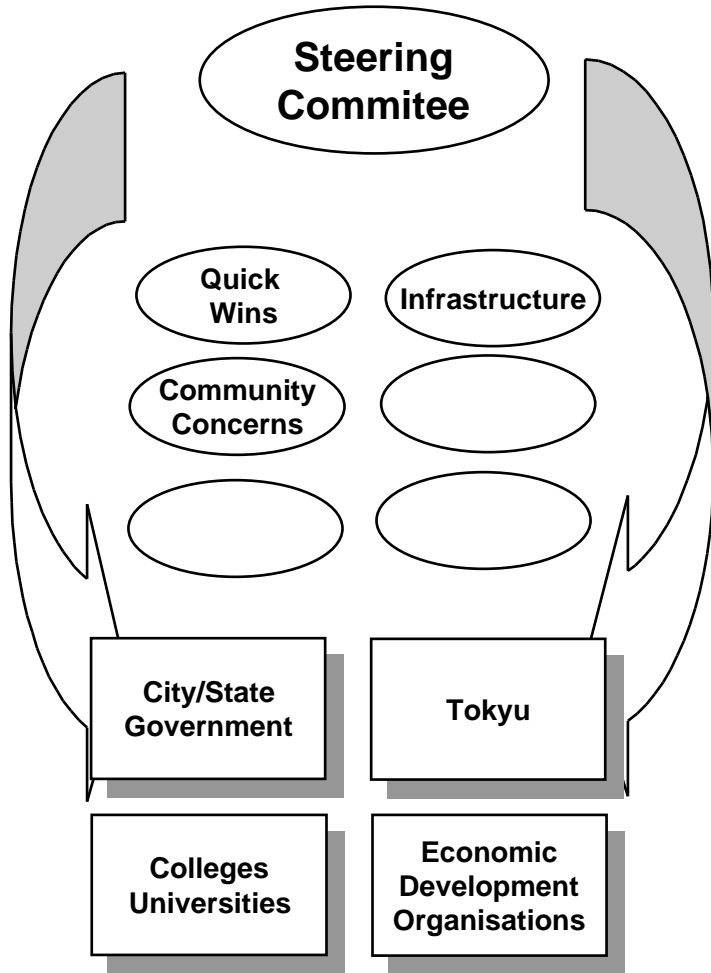
Implementation Strategies

Leadership Process



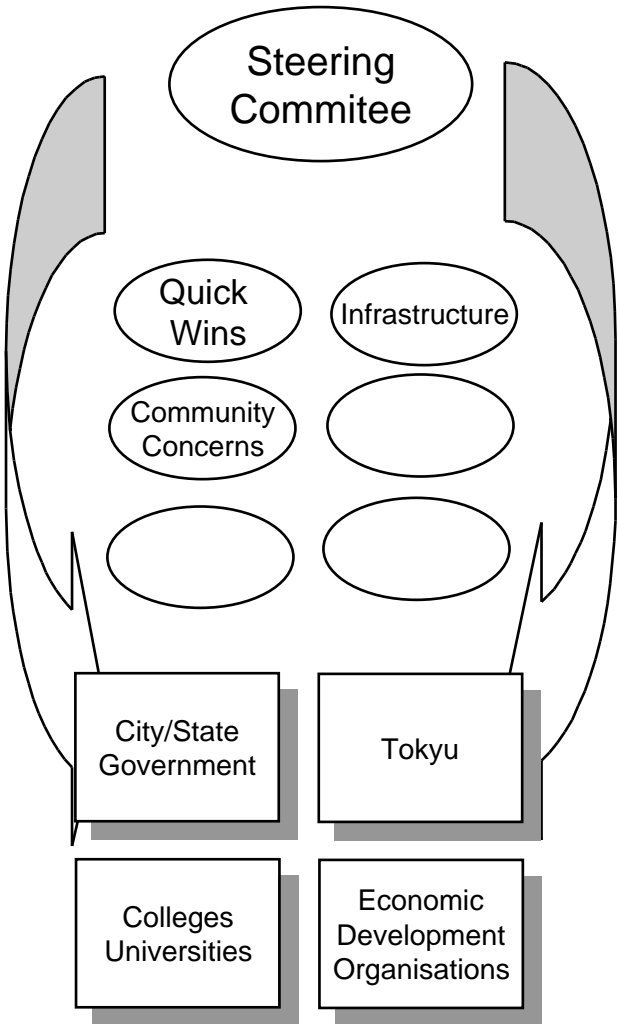




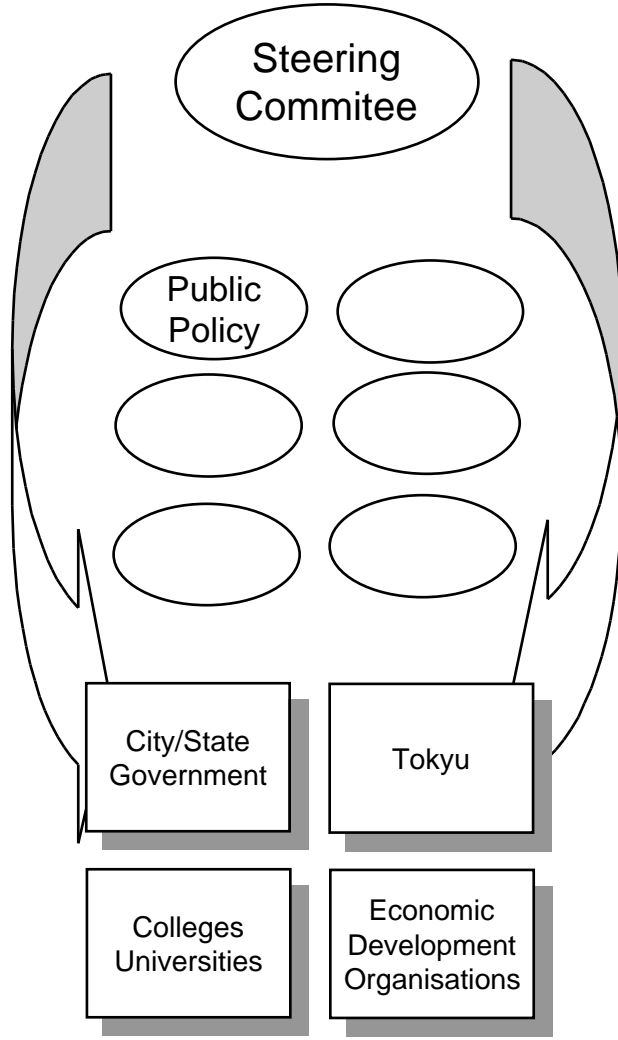


Leadership Transition Process

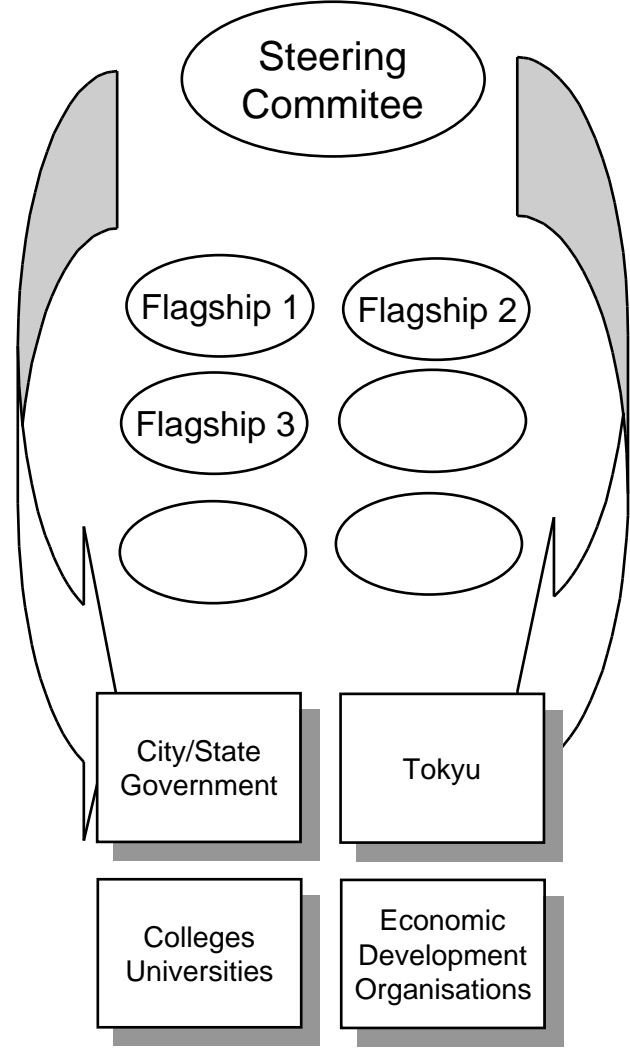
Phase 1 - Due Diligence 2000



Phase 2 - MOU 2002



Phase 3 - Implementation 2003+



Key Questions

What the key issues, deliverables and activities required to prepare for a negotiation phase between the key stakeholders?

- Program Management & Finance (Deliverable: Risk Management Strategy)
- Growth Drivers (Deliverable: Business Case to Industry)
- Economic Infrastructure (Deliverable: Public Policy)
- Community/Social (Deliverable: Community Values)
- Quick Wins (Deliverable: Signed Deals)
- Leadership Process (Deliverable: Leadership Structure and Champions)

Process

Overview

10 min

Develop process in break-out groups

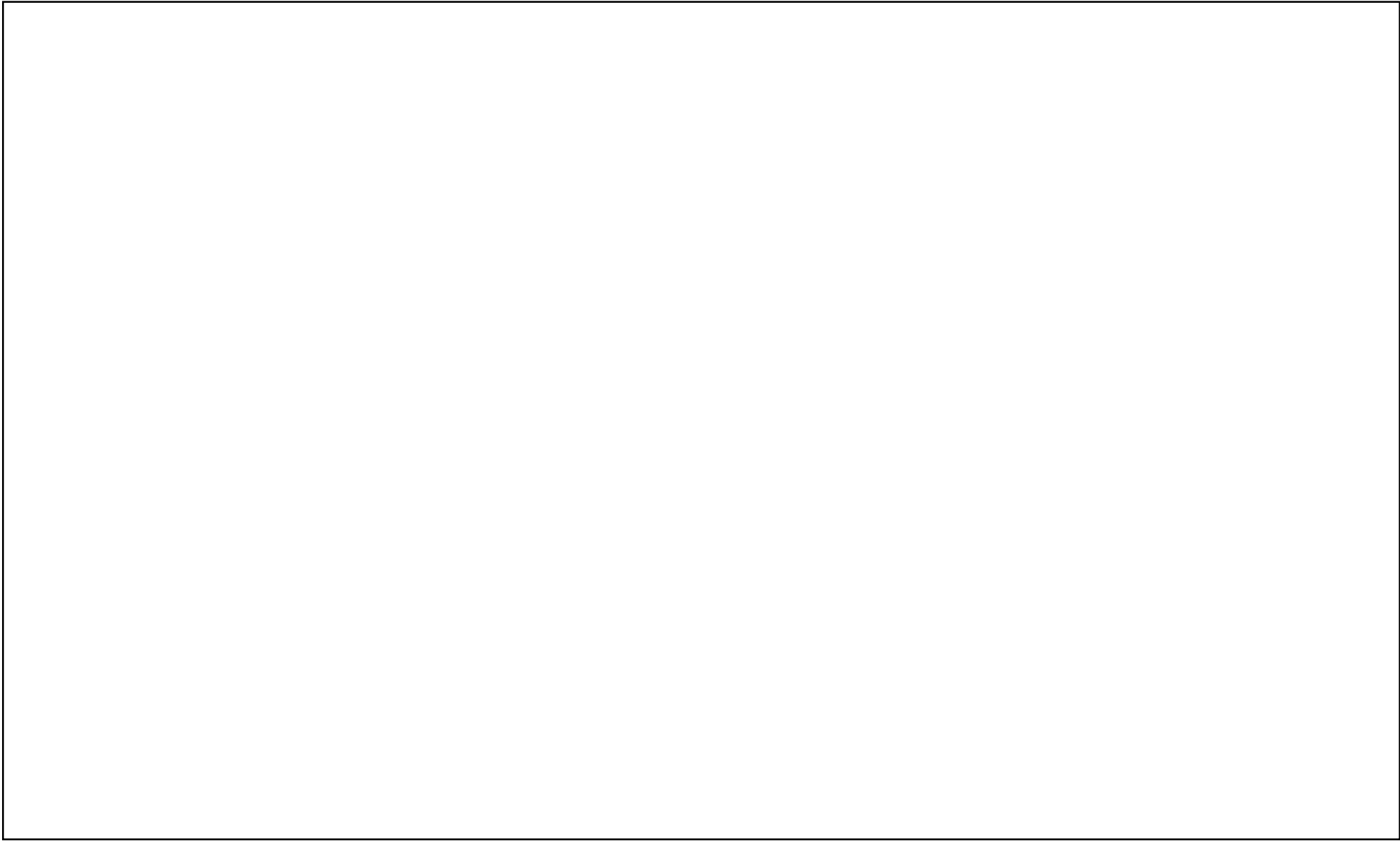
min

- Self-select into 6 groups, facilitators to assign key streams to tables
- 5 minute self-brainstorm on key issues to be considered
- Assign roles - recorder, presenter, time keeper
- Record ideas on flip chart, secretaries will transcribe into templates
- One secretary per group, odd groups to be picked up during breaks

Report back

min

- 5 minutes per group



Due Diligence & Quick Wins Phase

Stream _____

Tasks/Activities	Deliverables

Key Issues & Questions For International Reference Groups

Subject Areas	Reference Group	Issues & Questions
Business Links	Kyoto Research (JAPAN)	
Government Relations	Keihanna (JAPAN)	
Facilities and Marketing	Sofia Antipolis (FRANCE)	
Governance	Wyndham Thomas (UK) Steve McPhetridge (USA)	
Planning and Community	Peter Calthorpe (USA)	

Key Questions

What the key issues, deliverables and activities required to prepare for implementation phase between the key stakeholders?

- Program Management & Finance (Deliverable: Project Definition)
- Growth Drivers (Deliverable: Marketing Plan, Brand Strategy)
- Economic Infrastructure (Deliverable: Public Policy Program)
- Community/Social (Deliverable: Development Principles)
- Quick Wins (Deliverable: Signed Deals)
- Leadership Process (Deliverable: Leadership Structure and Champions)

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Report back

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- 5 minutes per group

Stream _____

Tasks/Activities	Deliverables

Key Questions

What the key deliverables and activities required to implement?

- Program Management & Finance (Deliverable: Project Definition)
- Growth Drivers (Deliverable: Marketing Plan, Brand Strategy)
- Economic Infrastructure (Deliverable: Public Policy Program)
- Community/Social (Deliverable: Development Principles)
- Quick Wins (Deliverable: Signed Deals)
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Implementation Phase

Stream _____

Tasks/Activities	Deliverables