Community Readiness for Change: Seven Key Tenets

Quality of life and quality of place are key factors in a community’s ability to attract and retain talent. The talent that resides in a community is the single most important element in local economic development. Creating a vibrant community requires that the community be ready for and embrace change. Change should be a proactive, inclusive process, resulting in the attainment of specific goals that contribute to placemaking. These tenets, identified by the Primacy of Place Readiness for Change Knowledge Group, are intrinsic to positive change in a community.

► **Engagement and participation** of the citizens of the community in defining a vision for the future and participating in the change process that helps build Primacy of Place™.

► **Collaboration** among public, private, and non-profit entities and citizens to reach consensus on the change process and working together to realize common goals.

► **Planning** that is inclusive and results in goals, objectives, and implementation of strategies that contribute to the achievement of defined outcomes.

► **Leadership** that is engaged in and committed to positive community change through the collaborative engagement of community citizens.

► **Social Capital** that consists of people and their engagement in social networks and collaborations to achieve common goals.

► **Sustainability** that results from building capacity to ensure that the community continues to be ready for change and continues to support the realization of a common vision.

► **Placemaking** that results from capitalizing on a community’s assets, vision, and ability to create a place that promotes the health, happiness, and well-being of people.

For more information about Ball State’s Primacy of Place Initiative, contact Building Better Communities at [placemaking@bsu.edu](mailto:placemaking@bsu.edu) or 765–285–2773.

[http://www.bsu.edu/bbc/primacyofplace](http://www.bsu.edu/bbc/primacyofplace)