

## Surviving in Economic Development (Tips That May Help)



1. Become familiar with your local government, its players, and their issues!
- 2. Get to know the gatekeeper.**
3. Don't worry about who gets the credit.
4. Realize that elective officials are "ego sensitive!"
5. Make friends with the media serving your community.
6. Always be a team player.
7. Know to whom you must "kiss up."
8. Realize when you are kowtowing!
9. Make goals for your organization – but be careful in stating the goals! There are some economic influences over which you have no control.
10. Personal goals are important too!
11. Listen... to your prospects, your Board and your community.
12. Communicate! – Include! – Make certain no one is surprised!
13. Play the staff role... outline, point out, and assist.
14. Occasionally simply remember to apologize.
15. Adjust your attitude daily.
16. Never ask your colleagues to do anything that you would not do or have not already done.
- 17. Be first on the beach!**
18. Always take the peanuts!
19. Go the extra mile.
20. Make certain you think before you speak... turn possible concerns into positive impressions.
21. Establish your credibility and always deliver.
22. Follow up!
- 23. You will make mistakes, but it's the rebound that counts!**
24. Select carefully and train frequently your local sales team.
25. Pay attention to your existing industries... little items count! Prospecting from within is extremely successful.
26. Keep in touch with the 20% of your businesses that are your prime investors/customers.
27. Become familiar with international trade issues.
28. Develop checklists.
29. Join professional organizations and take advantage of their research and materials, i.e. IEDC.
- 30. Accept the fact that you will always be behind.**
31. You are not only in the economic development business; you are also in the economic development education business!
- 32. Make certain you cover all of the details – practice and run through for a big event, but also for a "routine" prospect visit.**
33. Implement an existing industry program...conduct a survey of your existing businesses/industries...understand their issues/attitudes....
34. Understand the incentives you promote to your existing industries and prospects.

35. Involve your existing industries in promotional efforts.
36. Know which countries your existing industries are doing business in and which countries are their targets.
- 37. Break through the in-box – be creative.**
38. Visit your Department of Commerce Import / Export Assistance Center.
39. Utilize the resources of the statewide development groups to assist in your volunteer training efforts.
40. Cooperate with local or area colleges and technical institutes on special economic development programs and activities.
41. Use coffee mugs rather than cups and saucers for networking events.
- 42. Repeat your phone number at the beginning and END of a voice mail message making certain not to rush through the numbers!**
43. Remember – net working is work; have a strategy and goal.
44. Do not sit with a colleague at meetings and banquets –meet someone new!
45. Whenever possible, have a paper airline ticket (not an e-ticket) when traveling in remote destinations.
46. Try to utilize one airline for all connections.
- 47. Travel light!**
48. Luggage with wheels is a must -- especially for international travel!
49. Always negotiate room rates!
- 50. Make two copies of your Pass Port – leave one at your office and place one in your luggage.**
51. Utilize round tables when possible. They promote conversation and your ability to listen to all that is said.
52. Always get a card with your hotel's address and phone number before going out – this is especially critical in larger cities and internationally.
53. **Always** ride the client/guest bus!
54. Do not use American sports references/analogies in discussions with international clients.
55. Naming streets for companies locating in your jurisdiction can be a dangerous practice!
56. Your response to media inquiries regarding projects should be: "We don't comment on Projects – Real or Imaginary."

Developed by C. Jones Hooks. Revised: March 2008. May be used with permission.  
Please contact: [jhooks@hreda.com](mailto:jhooks@hreda.com) or 757.664.2620

