

NANAIMO TASK FORCE SESSION ON UNIQUE SELLING PROPOSITION

May 26, 2020

Session Introduction

The objectives of this session are to work with the Task Force members in developing a strong understanding of local leadership perspective on Nanaimo's Value Proposition.

The exercises will provide an opportunity to establish a baseline of information that will be used to build recommendations around Nanaimo's Unique Selling Proposition and how the city can position itself as a competitive environment for investment and growth.

The Exercises

- 1. Round Table Opener**
- 2. Building Character**
- 3. Assessing Competition**
- 4. Target Audiences**
- 5. A Future with COVID19**
- 6. Closing Discussion**

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Exercise 1 – Round Table Opener

Each Member Responds

1. Why do you live and work in Nanaimo?
2. If you were not in Nanaimo, where would you live and why?

Exercise 2 – Building Character

Each Member Responds

1. What are 3 words that describe the PERSONALITY of Nanaimo?

The following words are disqualified:

- Beautiful
- Mountains
- Ocean
- friendly

2. Can you please use your three words in a sentence to describe Nanaimo.

Exercise 3 – Assessing Competition

Open Discussion

1. What other city or region, provincially, nationally, internationally do you think Nanaimo competes with for business and investment?
2. How does Nanaimo stand out compared to those competitors? What makes Nanaimo more interesting or a better destination?
3. Where does Nanaimo need to improve its competitiveness compared with those other areas? What can Nanaimo do better?

Exercise 4 – Target Audiences

Open Discussion

1. You have an eraser in you hand and you could eliminate something, anything, about Nanaimo that you think should simply disappear, poof, what would it be? Remember, it's an eraser so you can only make something disappear.
2. Now you have a magic wand in your hand. Guess what you're going to do with it 😊. You can only make something appear... what would it be?

Exercise 5 – A Future with COVID19

Open Discussion

1. Let's assume that a post-COVID world will generate some changes in how governments (at all levels) and business leaders approach decision-making, but even more importantly will open a new world of opportunity for Nanaimo. What might those opportunities be.