

*Ontario East  
Economic  
Development  
Commission*

**Learning a Living:  
Innovative Strategies for EDOs**

Jim.Bottomley@breken.com 1

? ? ?  
? The ?  
? Future ?  
? ? ?

**The Information Age**

Maximum Change...  
&  
Change Causes Stress...

A whole new set of opportunities  
and challenges...

Jim.Bottomley@breken.com 3

What  
business  
are  
you  
in?

Jim.Bottomley@breken.com 4

**The Innovative Organization**

- Customer Focused
- Creating Sustainable Competitive Advantages
- Continuous Improvement
- Dynamic Leadership
- Team-based Culture
- Process Driven
- The Learning Organization...

Jim.Bottomley@breken.com 5

**Evaluating an Opportunity**

Is it on trend?  
- a need that is growing

Need Satisfiers identified?  
- target groups / defined goals

Better Benefits provided?  
- solutions delivered in a better way than other options

Jim.Bottomley@breken.com 6

**Trend Areas**

1. Technological
2. Economic
3. Demographic
4. Social/Cultural
5. Political/Legal

Jim.Bottomley@breken.com 7

Most Important  
Social/Cultural Trend

The Rise  
of  
Individual Power  
Through  
Knowledge

Jim.Bottomley@breken.com 8

**Result**

- More demanding, knowledgeable customers
- Focused need satisfaction strategies are the key to success in the new economy
- Customers will increasingly want to "partner" with organizations to achieve need satisfaction

Jim.Bottomley@breken.com 9



From Mass Markets  
to  
Niche Markets  
to a  
Target Market of One

Jim Bottomley@breken.com 11

• We are in an era of  
maximum change!

• We are entering the  
5th Economic Era  
*Trend Convergence*

Jim Bottomley@breken.com 12

Centre of Excellence  
vs Regional Cluster

• Centres of Excellence are mostly  
associated with research

• Clusters focus on area of lead-  
edge need, with collaborative  
public and private sector partners  
conducting research,  
commercialization and serving to  
promote regional economic growth

Jim Bottomley@breken.com 13

4th Dimension Planning  
Key to Successful Focus

- 1) Trends  
Needs that are growing
- 2) Customer  
Target groups  
Need priorities and benefits sought
- 3) Competitive  
Identify other ways needs can be met  
Identify Your Better Benefit

Jim Bottomley@breken.com 14

4th Dimension Planning

4) Internal Analysis

Your vision & goals?  
Capabilities? Resources?

Can you deliver the Better Benefit?

Jim Bottomley@breken.com 15

What business are  
you in?

What results do you  
deliver?

Jim Bottomley@breken.com 16

Marketing Reality

• In the age of information  
overload, simplicity and focus  
is essential to achieve success

Jim Bottomley@breken.com 17

Marketing/Branding  
Success

Positioning Message  
(Better Benefit Message)

Organization is the who/what you  
are that offers better benefit(s)

Jim Bottomley@breken.com 18

**Wealth =**  
Technology X Resources

↓

New Technology comes from  
Information Sharing

Jim Bottomley@breken.com 19

**Information Made  
Intelligent**

- § The key to innovation is the transfer of knowledge
- § Technology is a key driver for this process
- § An EDO's role is really about organizing and repackaging knowledge for different stakeholders

Jim Bottomley@breken.com 20

**Technology Trends**

Internet

- § Convenience - 24 Hour Access
- § Speed
- § Customers do work themselves

Issue: How to best provide these benefits using current and future technology?

Jim Bottomley@breken.com 21

**Technology Trends**

Data-Base Management

- § Focused communication and offers to specific target markets

Interconnected Services

- § Connecting to other providers to expand information and service offerings

Jim Bottomley@breken.com 22

**eMunicipality**

Only business directory software designed for EDOs, saving time and money while making information management more efficient.

eMunicipality  
Powered by:  
**BREKEN**

Jim Bottomley@breken.com 23

**What is eMunicipality?**

- § Automated gathering of real-time economic and labour information for measurement and analysis
- § Enhances business development with search for product & service matches

Jim Bottomley@breken.com 24

**What is eMunicipality?**

- § Provides the reporting & mapping required by EDOs, supporting business attraction
- § Facilitates communication with multiple stakeholders

Jim Bottomley@breken.com 25

**In The Future...**

**We'll All Be  
Learning A Living**

Jim Bottomley@breken.com 26