



## The Momentum Formula™

$$\text{Current State:} \left[ \frac{(\text{History} + \text{Assets} + \text{Perception})}{\text{Community Values}} \right] \times \left[ \frac{(\text{Value-based Goals} + \text{Core Purpose})}{\text{Community Buy-In}} \right] = \text{Shared Vision}$$

$$\text{Shared Vision} \rightarrow \text{BHAG} \times \left[ \frac{(\text{Leadership} + \text{Execution})}{\text{Community Collaboration}} \times \frac{\text{Vivid Description}^{3\text{Cs}}}{\text{Core Stakeholders}} \right] = \text{Future State}$$

= results in  
 → leads to  
 + along with or addition to  
 X magnified by  
 / supported by

3Cs: Clear, Compelling, Consistent Message

A shared vision binds people together and points to the future; authenticity [history, assets, values] embraces the past and connects to the present; vivid description(3Cs) ignites passion and inspires engagement, collaborative leadership propels execution and creates momentum . . . momentum makes the vision real and inspires a sense of inevitability for the future state (or envisioned future).





### Activity: Storyboarding

Start by reviewing, or if you are working in a group by, displaying your Vision, Mission, and Values as touchstones for the activity. (Also consider displaying iconic images of your community.)

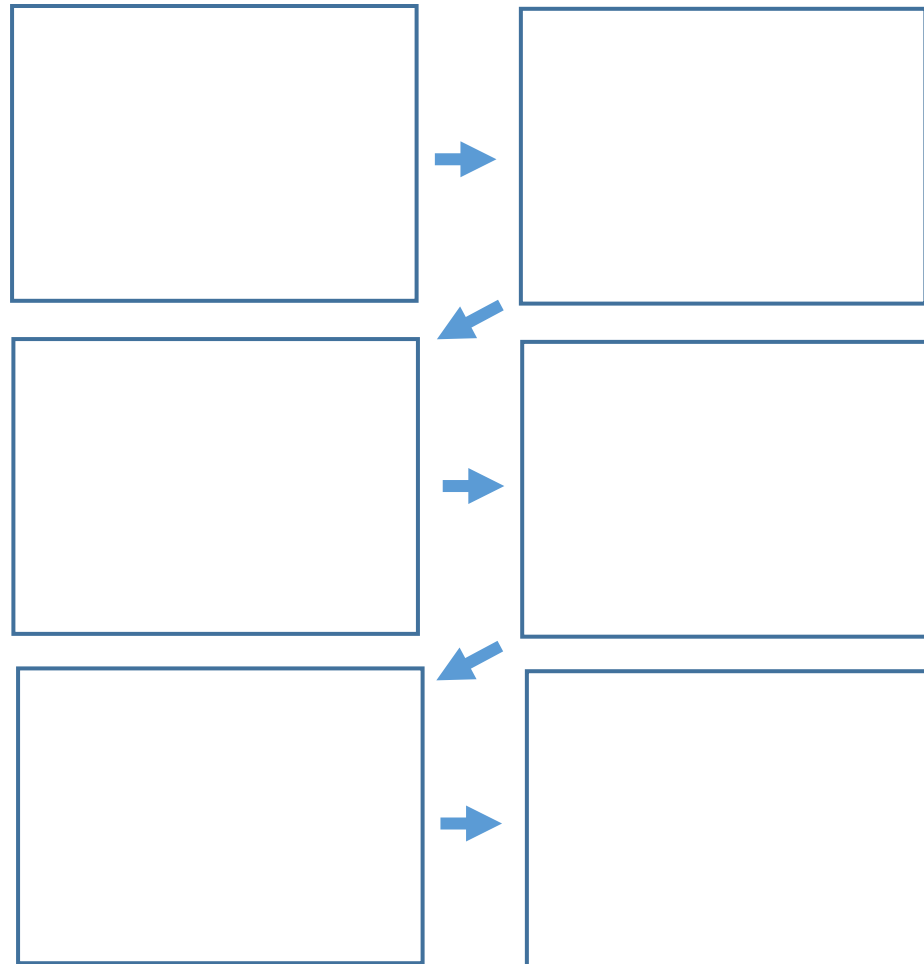
Next, identify three key messages / key elements of your story. (What you want everyone to know.)

1. -
2. -
3. -

Think of the above as unifying themes that connect to the present & the future.

#### WEAVE MESSAGES INTO AN AUTHENTIC STORY:

Tell your story. How did you arrive at your current state? What is your area / organization best known for? How do you currently connect with your local history, heritage, and lore? Do you have a "comeback" story? What was your community's challenge or struggle? What does your vision/mission indicate for the future (desired future state). Think like a movie producer. Tell your authentic story. Do a storyboard. (See sample completed exercise for 40 West Arts along West Colfax included herein.)





# *Authenticity*

## HAS NO COMPETITION





## 40 West Arts SAMPLE HOMEWORK

### Vision:

The re-emergence of historic West Colfax as a vibrant creative corridor, making it, once again, a memorable destination

### Mission:

To enrich the community and enhance the creative, cultural, and economic vitality of the historic West Colfax corridor by creating community arts spaces and community arts events and by supporting creative enterprises, experiences, and activities in the district

### Values:

To be an inclusive, open, and collaborative organization with a commitment to creativity that inspires artistic experimentation for both the novice and professional and supports and expands the creative, cultural, entrepreneurial, and economic vitality of our community

### Key Messages / Unifying Themes

- The 150-year entrepreneurial history of West Colfax, including its “glory days” of the 40s, 50s, & 60s . . . Americana culture, dance clubs, supper clubs, motor inns, neon
- The re-routing of traffic patterns (opening of Interstate) caused a slow 30-year spiral of economic decline
- The emerging renaissance through grass roots community efforts around arts and culture, uniting public and private efforts around re-energizing historic West Colfax and once again making it a destination that delivers memorable experiences

### Iconic Images:



Iconic Destinations & Signage



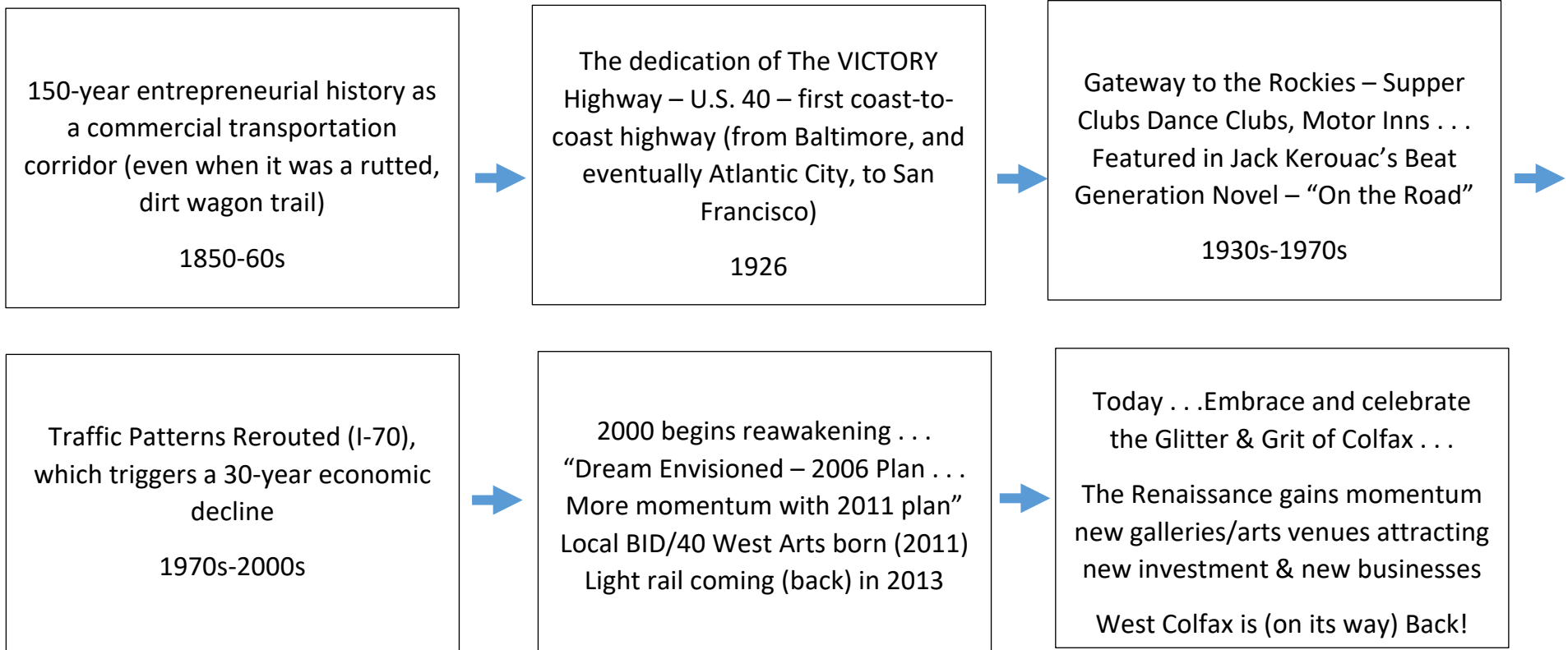
Celebrating Community Success - Opening 40W Gallery





40 WEST ARTS  
Creative District

### SAMPLE STORYBOARD FOR 40 WEST ARTS DISTRICT





Consider a BHAG! Details/resources below.



## The West Colfax Vision Framework

### Framework

(Attribution: See details at <http://www.jimcollins.com/tools/vision-framework.pdf>)

See the West Colfax group's 20-year Big Hairy Audacious Goal or BHAG →

Eleven years in . . . much of the envisioned "Vivid Description" is already true!

A BHAG is a "CLEAR AND COMPELLING GOAL, like the moon mission; a true BHAG serves as a unifying focal point of effort— often creating immense team spirit. It has a clear finish line, so the organization can know when it has achieved the goal; people like to shoot for finish lines. A BHAG engages people— it reaches out and grabs them in the gut. It is tangible, energizing, highly focused. People "get it" right away; it takes little or no explanation." --Jim Collins

The term 'Big Hairy Audacious Goal' (BHAG) was proposed by [James Collins](#) and [Jerry Porras](#) in their 1994 book entitled [Built to Last: Successful Habits of Visionary Companies](#)

<b>Mayor's West Colfax Blue Ribbon Committee (2004-6)</b>	
<b>CORE IDEOLOGY</b>	<b>ENVISIONED FUTURE</b>
<b>Core Purpose</b>	<b>20-Year BHAG</b>
To put in place an action-oriented plan that rallies the community to work together to revitalize Lakewood's historic West Colfax Avenue	Create the environment that will re-energize Lakewood's historic West Colfax corridor to make it once again an economic engine for the City and a vibrant commercial and entertainment destination for residents and visitors that rivals (exceeds) its mid-century glory days
<b>Core Values</b>	<b>Vivid Description</b>
<p><b>Respect</b> for the individual, the neighborhoods, and the rich history of the area</p> <p><b>Inclusiveness</b>, meaning an openness to all individuals and organizations who wish to participate in the process in a productive manner</p> <p><b>Collaboration</b> among all stakeholders to embrace our core values and forge progress toward our community's shared vision</p> <p><b>Forward-thinking</b>, meaning an approach that looks at challenges and opportunities through a lens of what's possible near term and long term, considers creative solutions for marshalling resources, and shows good stewardship of public funds</p> <p><b>Results-oriented</b>, meaning a commitment to stakeholders and the community at large to move forward with a sense of urgency and to infuse the process with a work ethic focused on results and accountability</p>	<p>U.S. 40, historic West Colfax—the Gateway to the Rockies—was the place to be in the 40s, 50s, and 60s. And now, after an intensely collaborative, two-decade public-private partnership, West Colfax is celebrating a dynamic new chapter to its inimitable, century-old story.</p> <p>True to its own lore, rich in character and creativity, West Colfax Avenue's mid-century buildings and multi-generational businesses are again thriving— right alongside new 21<sup>st</sup> century destinations, all respecting the "Americana" heritage of the Colfax "Beat Generation" culture while carrying on the fierce independence of its creative, resilient, and entrepreneurial spirit.</p> <p>Today, West Colfax bustles with locals and visitors alike. The crowds come to embrace the quintessential Colfax experience—the extraordinary walking and biking route called the ARTLINE, along with eateries, art galleries, breweries, and eclectic shops. It's a place where families and friends come to create fresh opportunities, connect with diverse experiences, and celebrate culture both old and new.</p> <p>The renaissance of Lakewood's West Colfax Avenue is well chronicled, making headlines and garnering awards for its transformation. West Colfax Avenue and its re-emergence as a vibrant commercial and entertainment destination demonstrates the power of resolute community collaboration.</p>

