

## **City of Brights: beginning your journey – a multimedia experience**

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*Abstract: This hyperlink infested journey starts to outline a plan to bring the City of Brights to reality through building random thoughts into a story for successful planning. Facts and Fun are intertwined to create a memorable experience.*

*Keywords: City of Brights, Inspiration, Humor, Planning, Scrum*

### **The Yell for the City of Brights Begins (T.Y. C.O.B.B.)**

To fans of baseball and sports collectibles the name Ty Cobb normally brings up the image of the world's most valued baseball card. This is often followed by the realization that he was the greatest baseball player of his time and still holds many records to this day. Upon further research they may become disturbed in realizing his personal habits were far from ideal in many areas (1). Going after a City of Brights to win at any cost with spikes high like Ty Cobb would be a mistake. Knowing when to swing for the bleachers and produce the positive memories to move your project forward is as priceless as his elusive baseball card.

Have you defined your base running etiquette (2)?

### **Let Everyone Meet On Needs & Services (L.E.M.O.N.S.)**

Great leaders have learned to develop a vision that matches the organizations mission. New ideas to support this vision must be clearly marketed internally before launching to the target audience. Not having built support and understanding can result in wondrous inspirations turning into sour experiences (3).

Not everything that seems like a good idea will be, be sure you have a safe testing ground where mistakes can be laughed at when things go wrong (4). Projects without prelaunch testing can become a public relations nightmare (5).

Do you know the difference between a Vision and Mission Statement and why each are important (6)?

When you are developing new services, how well are you documenting the journey (7)?

### **Creating A Tactical Strategy (C.A.T.S.)**

Bringing many creative ideas and staff thoughts together can be like trying to herd cats (8). Our current multi-generational workforce may not always agree on things, but when they learn to communicate with each other the lessons learned are priceless (9). Creating a strategy without sufficient resources to support the vision can cause noticeable frustration (10). The best tactics match staff to the tasks they are passionate about (11). Thoroughly thinking through all possible reactions to a new service and being prepared with contingency plans is crucial (12).

Are you uncertain how to get started with tactics (13)?

### **Finding lost marbles:**

Finding a useful pearl of wisdom on the Internet can be like this scene (14). Searching through the sticky thoughts seeking a prize only to be rewarded with an even greater stream of thoughts can overpower the unprepared.

How can anyone prepare for the unknown? Always refer back to your vision and mission. Can these new thoughts, ideas, or technologies be used to support the vision? If they can be used, should they?

If an idea seems like you've lost your marbles, maybe you have. Have you allowed your vision to be covered with the oatmeal of the day? What should you do (15)? Followed by (16).

### **Mad Hatter's Disease and the Internet:**

Like the mercury poisoning of hatters in the past (17), the overuse of technology in some is causing anxieties (18) and in our youth is destroying critical thinking skills (19). How can libraries bring the joys of real world experiences to those drifting off into lonely virtual worlds? Combining the online activities of our youth with real world events can create lasting positive memories and friendships within our communities (20).

### **Where to start?**

People. Your staff have hidden talents and thoughts that could be that missing spark that changes everything. People become set in their ways and even small changes can meet resistance if employees are not given the opportunity to take ownership. Providing support to allow them to address concerns they have had with past practices can provide the inspiration they need to step out of the shadows and into the light (21). Although first thoughts and reactions are not always the best they can often be what dominates the process from that point forwards (22). Knowing who to let loose and who to mentor is a skill only learned from experience.

How are you directing the dreams of your staff and applying this to benefit the dreams of your community? Who is the “Dream Director” of your organization (23)?

If you ignite the passions of your community and staff people will notice (29).

### **Mopping with Scrum:**

In rugby, the Scrum is when all the team unites to push for possession of the ball (25). In high-tech companies, Scrum is an agile method used to break projects into manageable sized pieces (26). Jeff Sutherland’s new book, “SCRUM: The Art of Doing Twice the Work in Half the Time” presents this management style to the business world for all to benefit. In this recent TEDx presentation Mr. Sutherland reviews the history and development of Scrum (27).

Become the “Scrum Master” for your organization and you will have begun the steps needed to build your City of Brights. You’ll be amazed what happens when obstacles are addressed and trust is built (28).

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