

Mindset Change



Mark I Wilson

School of Planning, Design & Construction

Michigan State University

Challenges

- Coming to terms with:
 - Globalization
 - Reality vs. practice
 - Knowledge Economy
 - Preoccupation with creativity/advanced functions
 - Network Society
 - The unconnected in a ubiquitous world
 - Energy and Environment
 - Asking for a fundamental change in behavior
 - Recession
 - Changing relationships with the Big 3

Moving Forward

- How to move forward?
 - Individuals
 - Firms, government, institutions
 - Communities
- Challenge of change absent certainty and consensus
- Urban and regional development often only seen as a physical planning issue; but also a social process that incorporates change

The ALERT Model

- The ALERT Model (Corey & Wilson 2006)
- The **ALERT** model asks planners and communities to raise their **Awareness** of changing geographic (**Layers**) and technological (**E-Business**) forces and to positively and creatively react (**Responsiveness**) through information, collaboration and relational planning (**Talk**).

The ALERT Model

- **Awareness:** of existing assets and strengths; of potential opportunities to be competitive; a constant process
- **Layers:** Position of city/region in global economy
- **E-Business:** Spectrum of information and communication technologies that impact production, consumption, and quality of life
- **Responsiveness:** Ability of city/region to recognize and foster change; Importance of local, city, region, and national leadership
- **Talk:** Engage in ongoing dialogue and debate; strong social networks

Mindset Change

- Acknowledge change
- Past understanding no guarantee of future success
- Mindset change calls for constant feedback as basis for decision making
- Need to change how we accept change; difficulty of changing direction, or implementing strategies at odds with past practice
- Mindset change starts with awareness

Mindset Change

- Larger issue one of current mindset, and ways to change perspectives about emerging issues
- Importance of education
- Understanding and managing change by individuals, organizations, institutions
- Not one solution, but place specific strategies that build on local strengths

Contact

- Mark Wilson wilsonmm@msu.edu
 - School of Planning, Design & Construction
 - Michigan State University
 - 100 Human Ecology
 - East Lansing, MI 48824