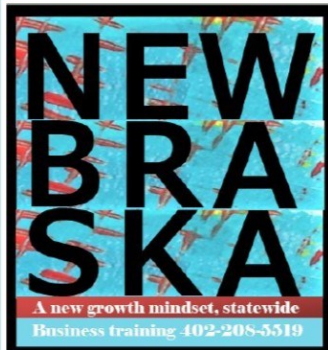


Nebraska's Destiny Moment Is Here

Start Something New: The Future Arrives in NEWbraska!

Nebraska is falling behind other states and is losing top talent. Why? Many youth think of Nebraska as too 'classic' and a tad behind the times. They worry about the businesses in the state and their inability to innovate, experiment and keep up with the torrid pace of high-tech change. These reservations prevent them from pursuing jobs with these Nebraska-based companies.



A statewide, business-driven
movement to help established,
successful companies leap into a
much-needed reinvention that
attracts high-skill talent.

Respect the past, invent the future.

Maybe Nebraska needs to think of itself as “**NEWbraska™**.” Why? Because our self-image is a psychological reality that eventually manifests in new behavior. This theory is augmented by a pressing marketing reality: our youth are looking for more "new" ideas, new downtown activity, new ways of making a difference, new business models, etc. Thus, we must emphasize new principles, new projects and aspirations in well-established firms as well as start ups.

Advanced Management Training in Leadership, Strategy, Innovation, Change and Culture

Fully integrated support with economic developers and community activists.

***Online platform publicizing innovation and 'newness' will attract high-skill talent**

***Conferences and coalitions that transform vision into strategically-inspired action steps.**