

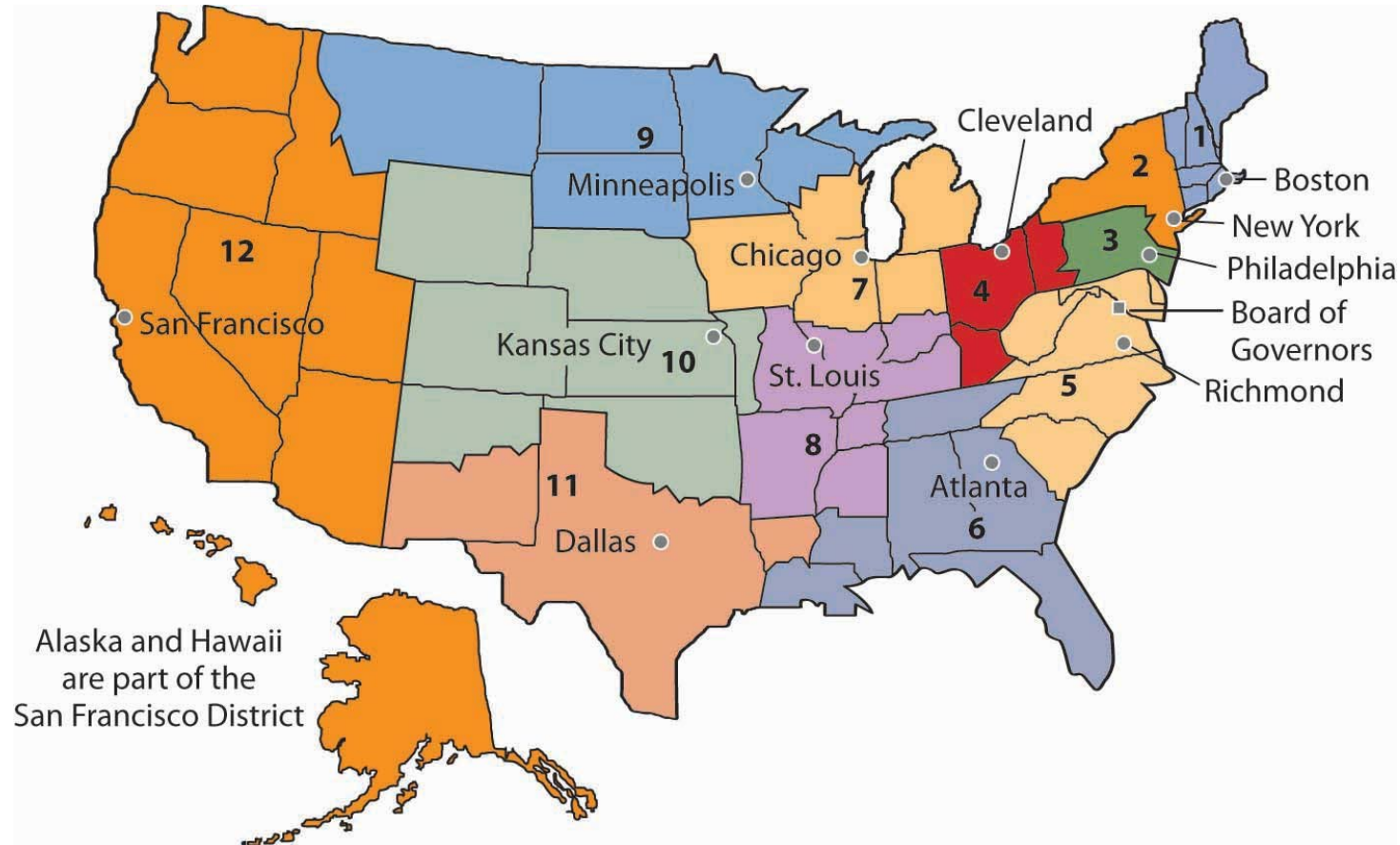
FEDERAL RESERVE BANK *of* KANSAS CITY

Putting People back
at the Center of
Community
Development

DELL GINES

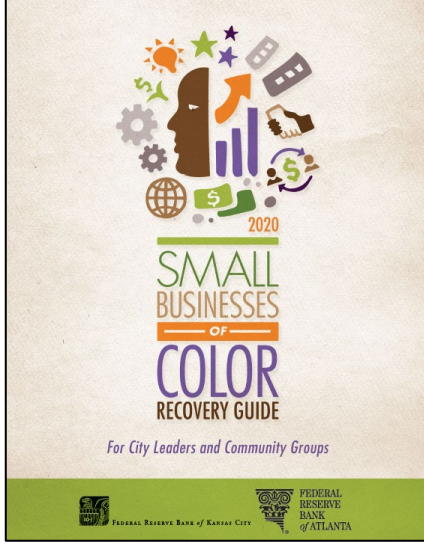
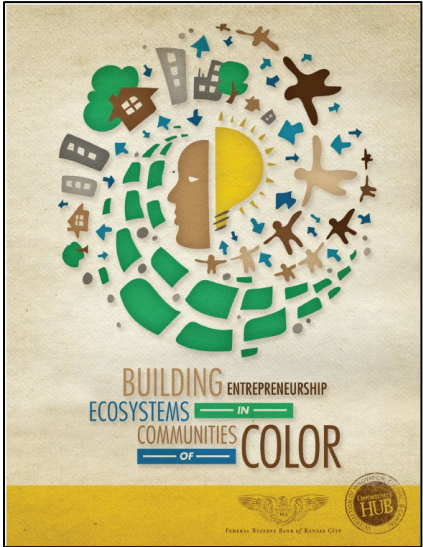
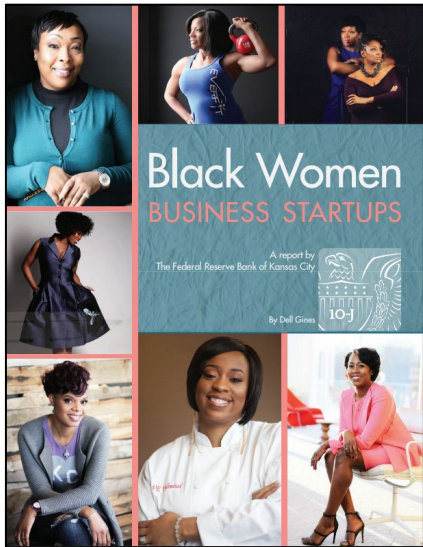
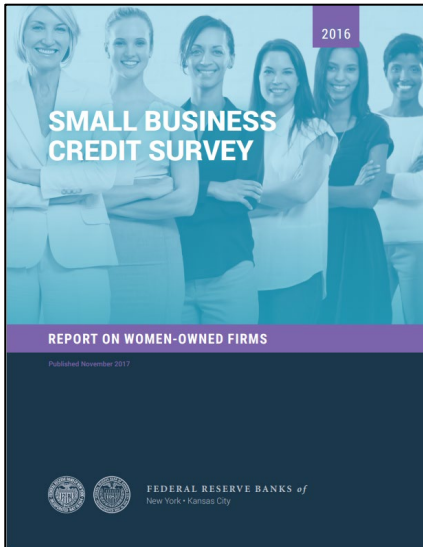
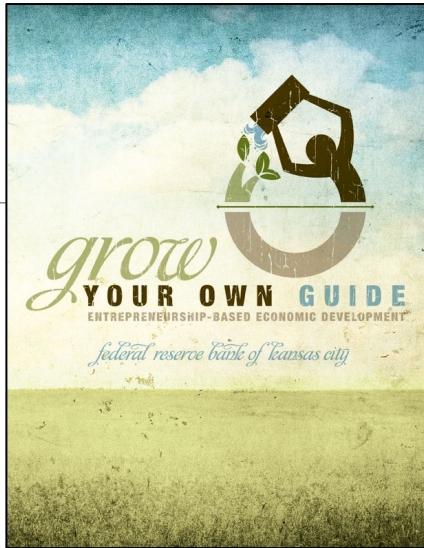
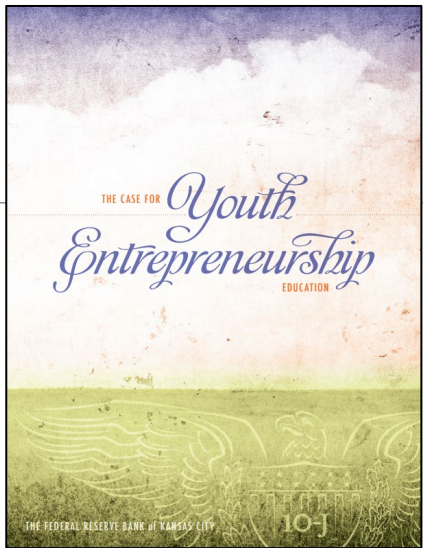
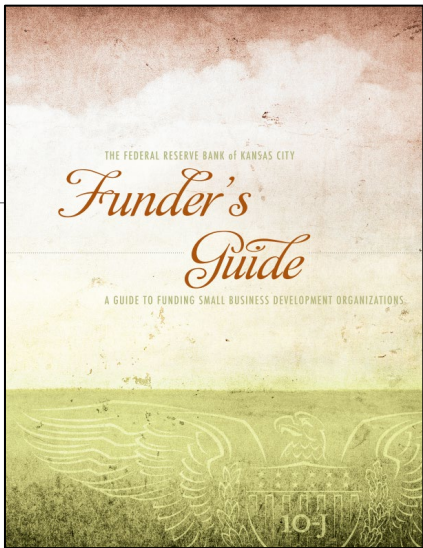
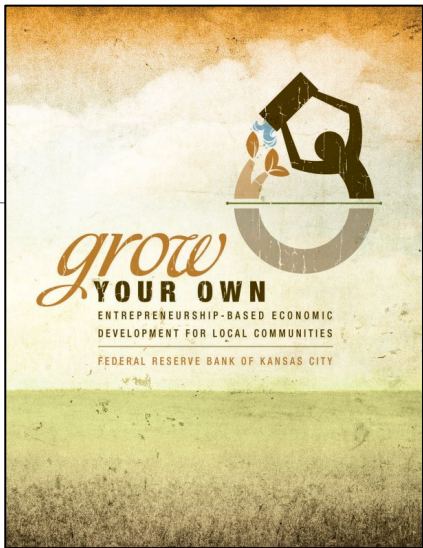
FEDERAL RESERVE BANK OF
KANSAS CITY

The KC Fed



- Conducting national monetary policy.
- Supervising and regulating banks and other important financial institutions.
- Maintaining the stability of the financial system.
- Providing certain financial services to the U.S. government, U.S. financial institutions, and foreign official institutions, and playing a major role in operating and overseeing the nation's payments systems

The views in this presentation do not necessarily reflect the views of the Federal Reserve Bank of Kansas City



Communities of Excellence 2026

What challenges does your community face?

What are the most important opportunities to improve the overall health and well-being of the people in your community?

Are all key stakeholders—residents, businesses, educational institutions, health care providers, government agencies, and nonprofits—working together to develop shared strategies and action plans to solve the most important challenges?

And if your community were a business or a nonprofit organization, would it be considered high performing, merely average, or fighting for its very survival?

Get Off My
Lawn!



MY NEIGHBORS





Question #1

What things do you think will be the most significant systems that influence the outcomes of these young girls?

The Evolution of Fields & Systems



Major Systems and Specialization

1911 – Taylor and Scientific Management

“In the past the man has been first; in the future the system must be first. This in no sense, however, implies that great men are not needed. On the contrary, the first object of any good system must be that of developing first-class men.”

“It is only through enforced standardization of methods, enforced adoption of the best implements and working conditions, and enforced cooperation that this faster work can be assured. And the duty of enforcing the adoption of standards and enforcing this cooperation rests with management alone.”

20th Century
Themes

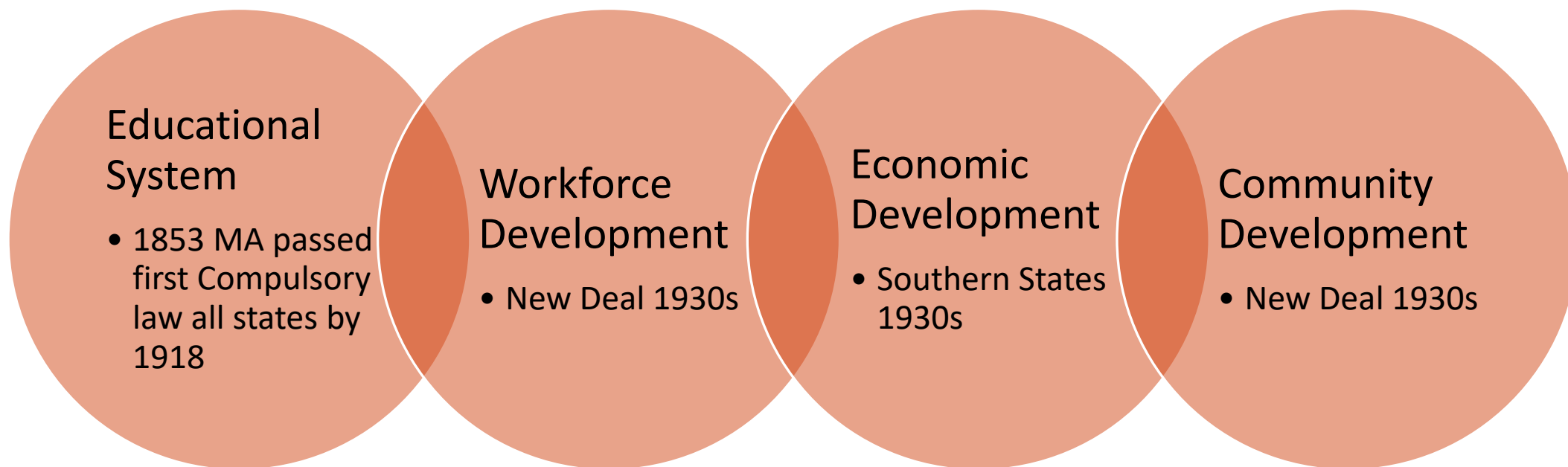
Scale

Specialization

Segmentation

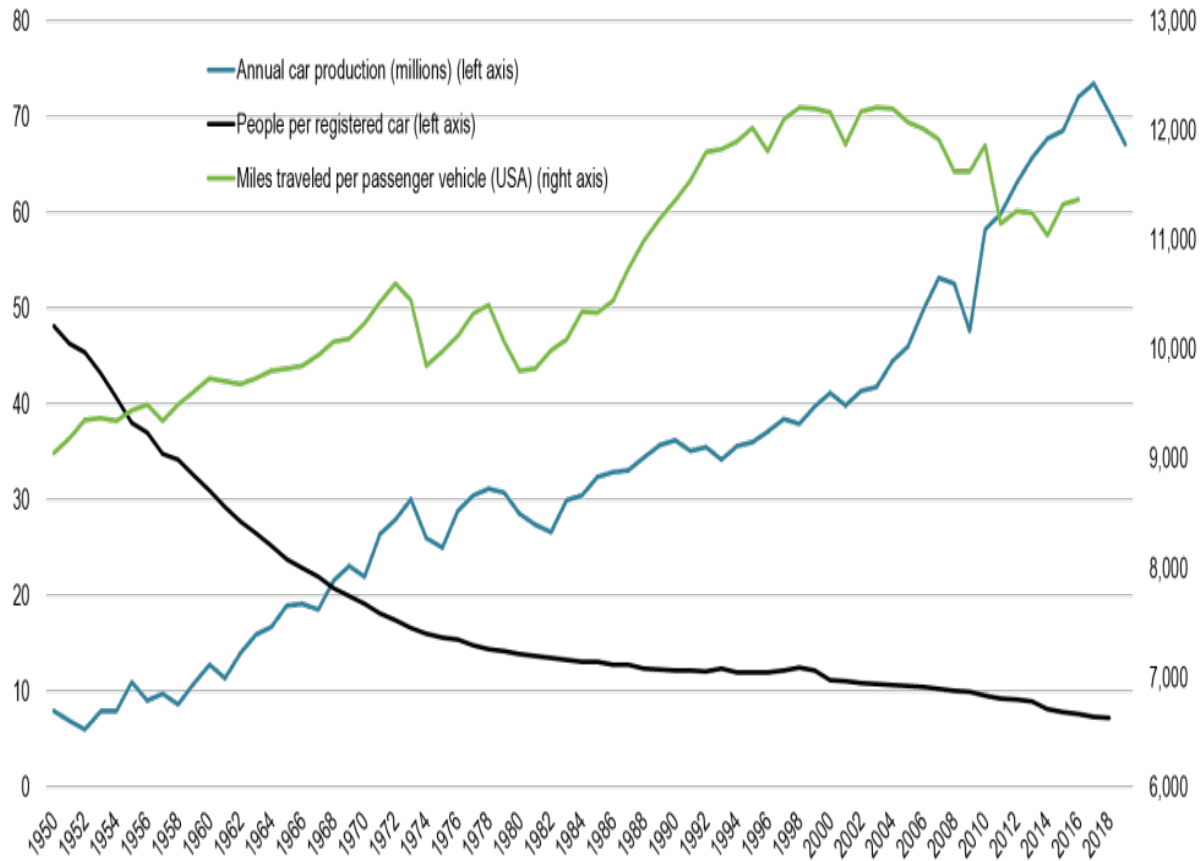
Consolidation

Formalization of Major Fields



“In 1940 there were over 117,000 school districts in the United States, but by 1990 the number had decreased to just over 15,000.”

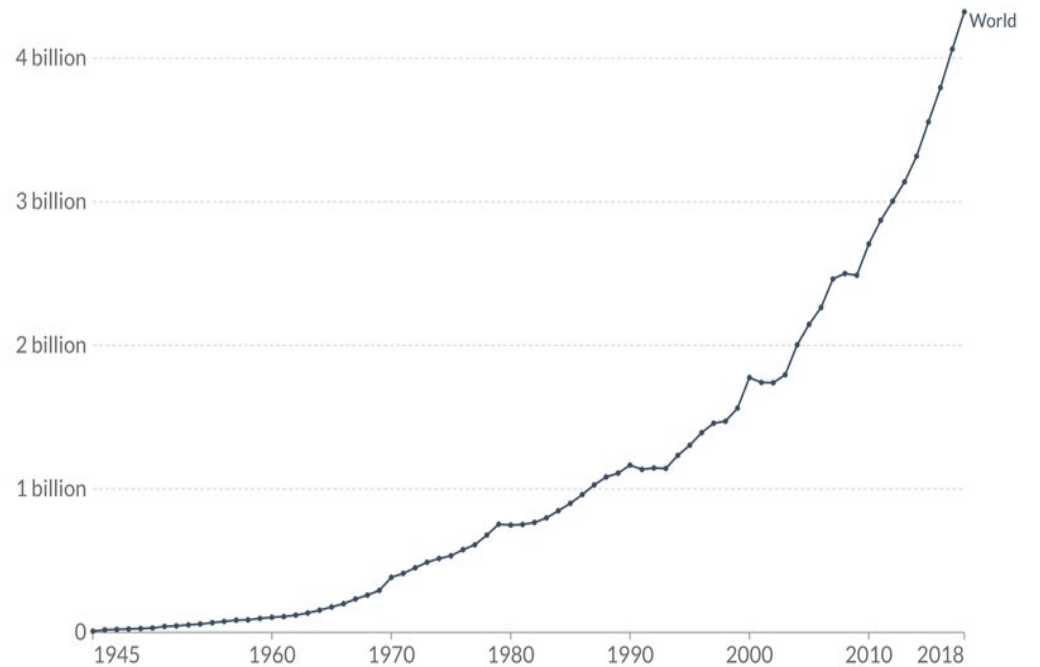
<https://www.researchgate.net/publication/321179948> A History of Public Education in the United States Editorial Summary [accessed Apr 18 2022].



Global number of airline passengers

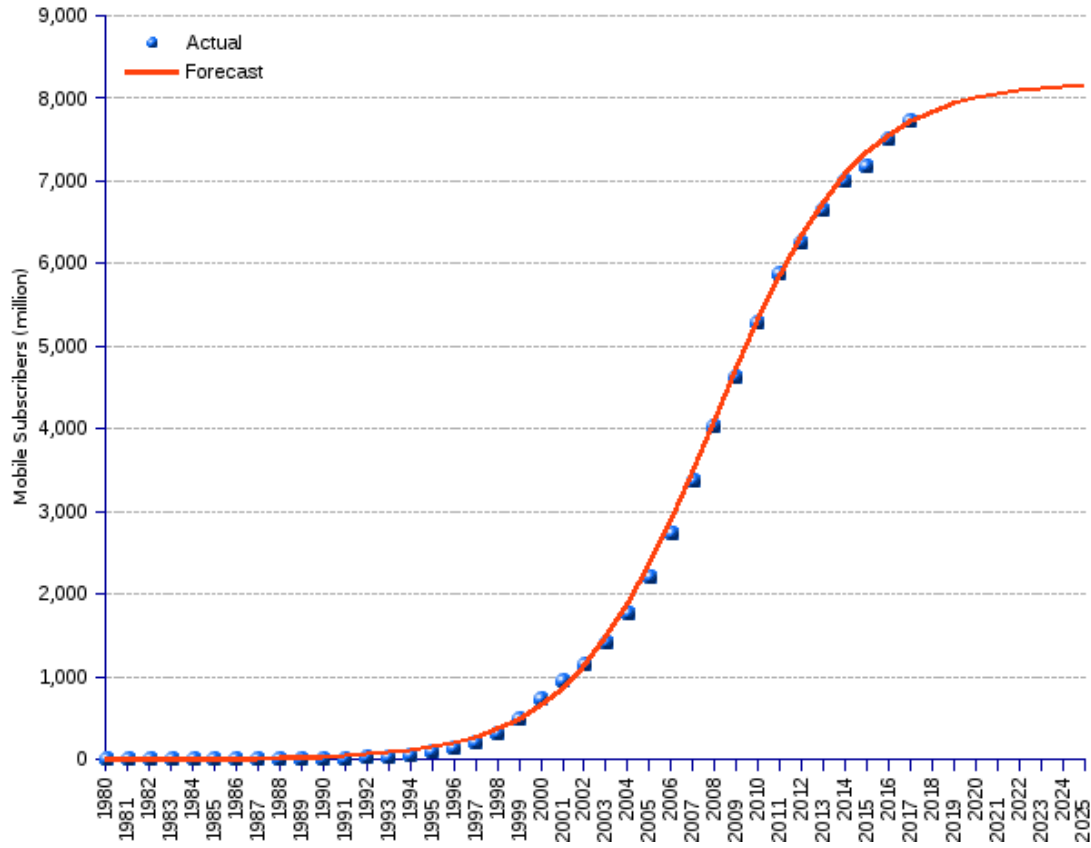
Airline passenger figures represent total rather than unique passenger activity: this means a person that makes multiple trips is counted multiple times.

Our World in Data

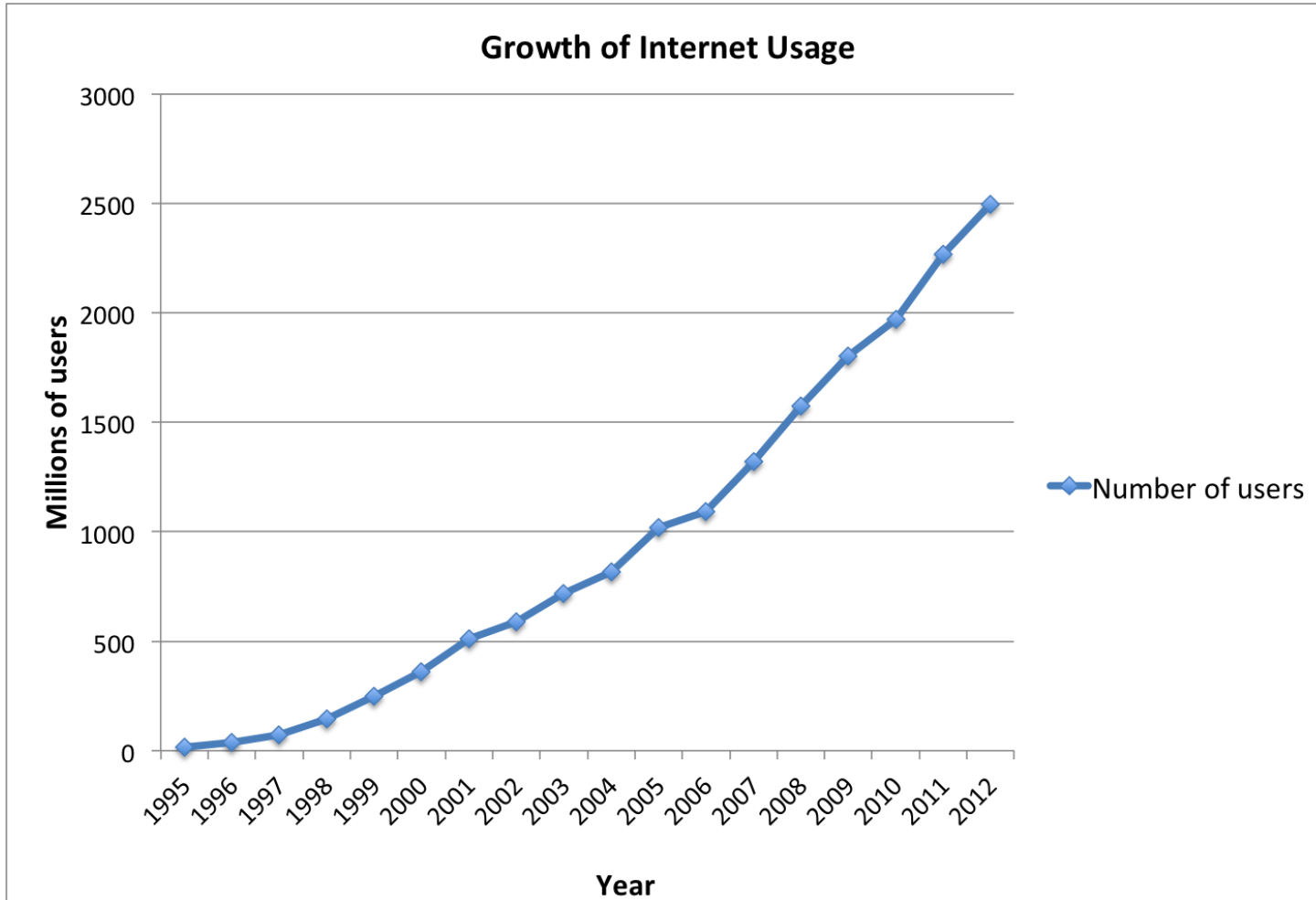


Source: International Civil Aviation Organization (ICAO) via Airlines for America

Thinking about Transportation



Thinking Communication



Thinking
About
Connectivity

The Evolution of Community

Closer Proximity

Unspecialized

Lower Mobility

Higher Connectivity

Lower Resources



Distant Proximity

Specialized

Higher Mobility

Lower Connectivity

High Resources

MY NEIGHBORS





Question #2

What are the implications to these young ladies on the current state of systems and communities.

Systems Have Evolved in Silos, Disconnected from the Whole Person





Putting People back at the Center of Community Development

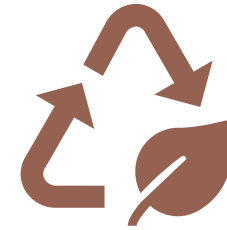
Three Es of People Community Development



1. Empathy



2. Empowerment



3. Ecosystems

Empathy

Empathy Map Canvas

Designed for:	Designed by:	Date:	Version:
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1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

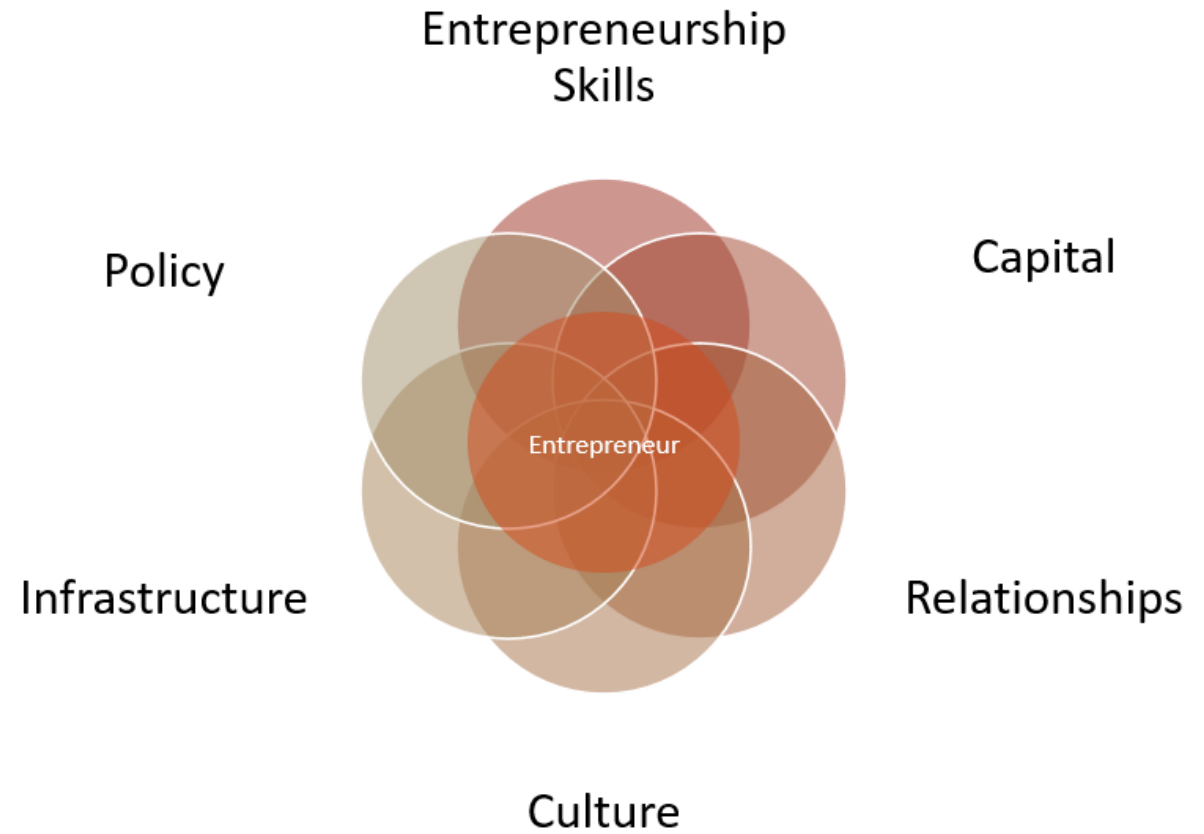
Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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Empowerment



Ecosystems





Call to Action

The Vision

Imagine a time when leaders within a community – official leaders (those elected or appointed to their formal positions) as well as the many informal community leaders – work together to set community vision; listen to community stakeholders to better understand community assets and needs; (re)allocate resources to address community issues or advance community initiatives;

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