

hey,  
y'all.

**made  
with  
SOUL**

**first,  
two  
truths.**

# 1

**ATL *is* going  
to change.**

**Not changing  
*is not* an  
option.**

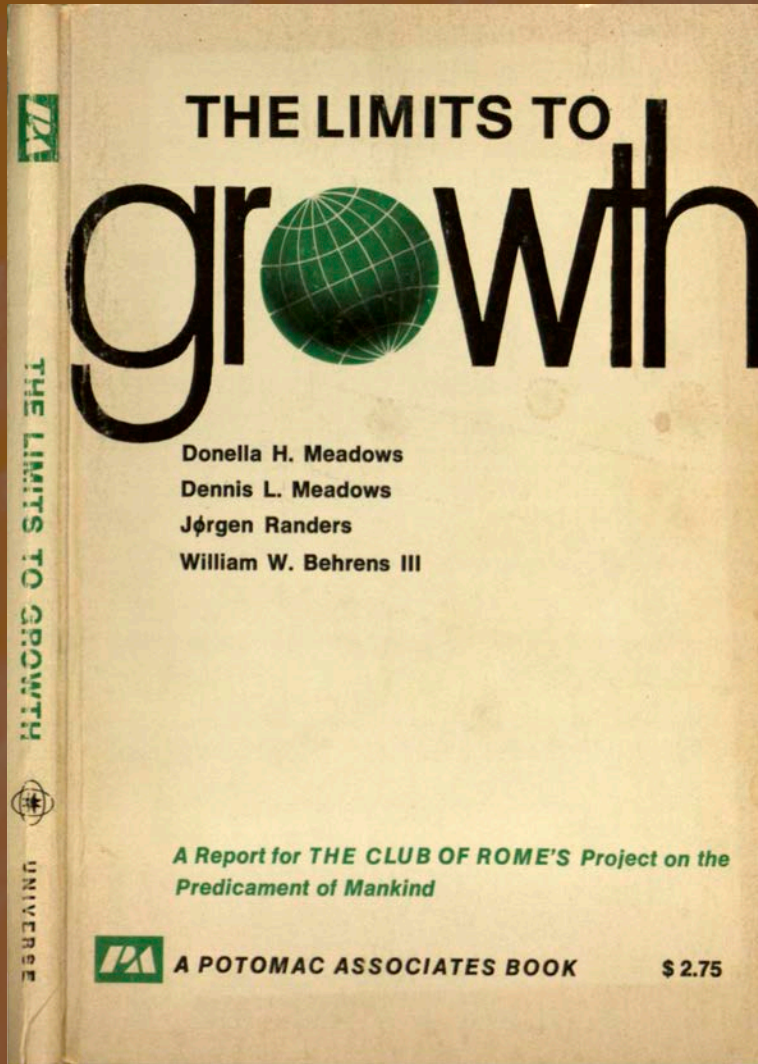
# 2

**More > fewer**

**Different > same**

**The best growth  
includes *everyone***

**what's  
good ?**



Gross National Well-Being

Genuine Progress Indicator

Human Development Index

Social Progress Index

U.N. World Happiness Report

Gallup Well-Being Index



## Respondents cited societal impact most often as the top factor used to measure success when evaluating annual performance

■ Ranked first ■ Ranked second ■ Ranked third ■ Ranked fourth ■ Ranked fifth

### Societal impact (e.g., diversity, inequality, environment)



### Customer satisfaction



### Employee satisfaction/retention



### Financial performance (e.g., revenue, profit)



### Regulatory adherence



SOURCE: 2019 Deloitte Global Human Capital Trends

# VICE



## The Radical Plan to Save the Planet by Working Less

The degrowth movement wants to intentionally shrink the economy to address climate change, and create lives with less stuff, less work, and better well-being. But is it a utopian fantasy?

# The New York Times

*New Zealand's Next Liberal Milestone:  
A Budget Guided by 'Well-Being'*





*"Our end is a community  
at peace with itself"*

**why  
cities?**

“Cities are epicenters of **culture, ideas, and engines** of economic + social **capital**.

As the global population continues to shift to urban areas, that growth comes with **great challenges** — but cities also command the **critical scale to address them.**”

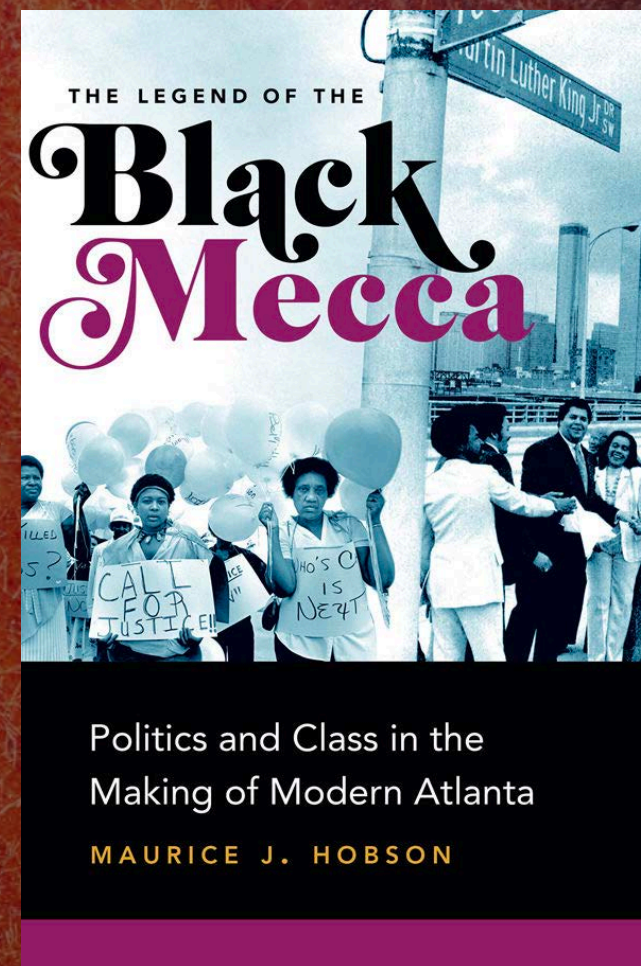
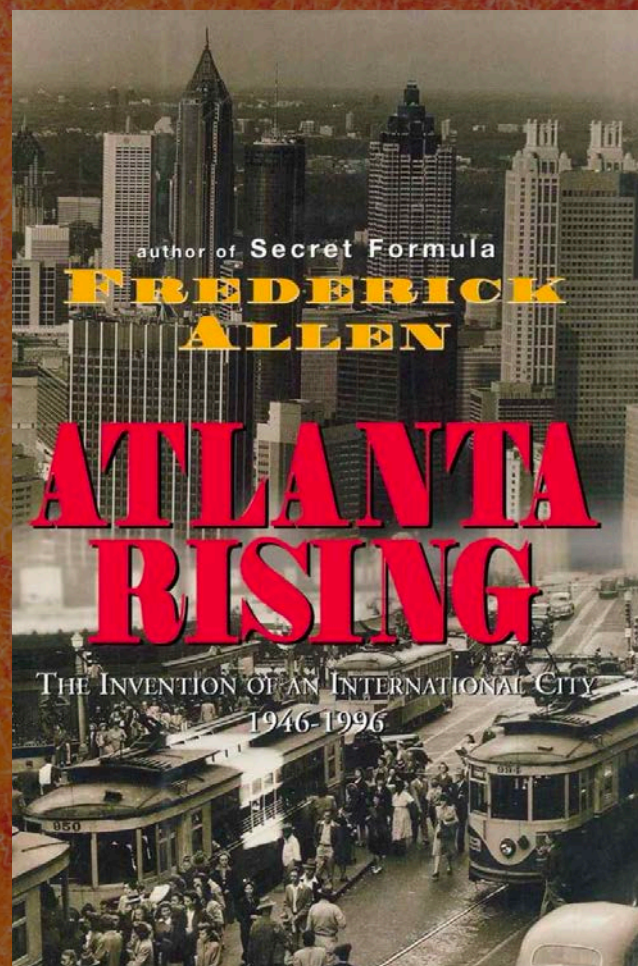
– Gensler Design Forecast: Shaping the Future of Cities



***why this***  
***city?***

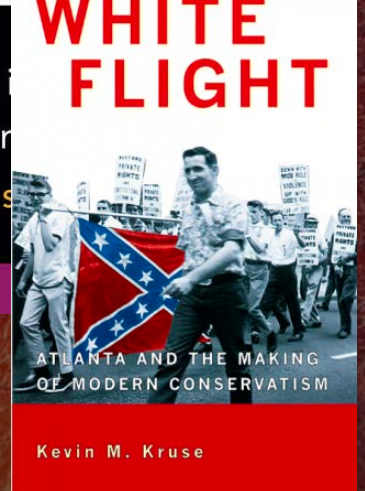
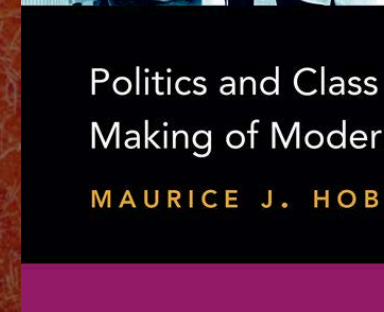
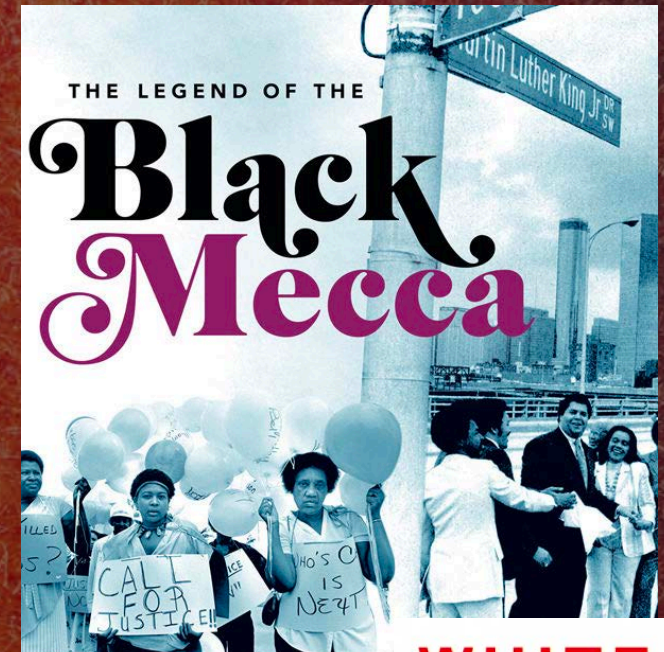
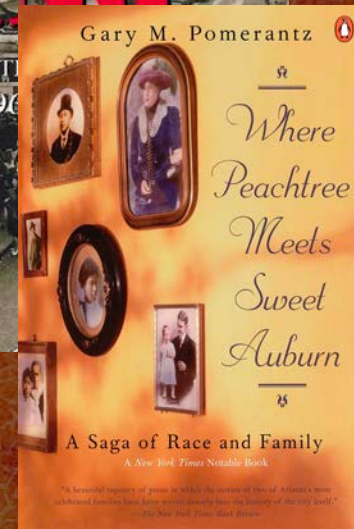
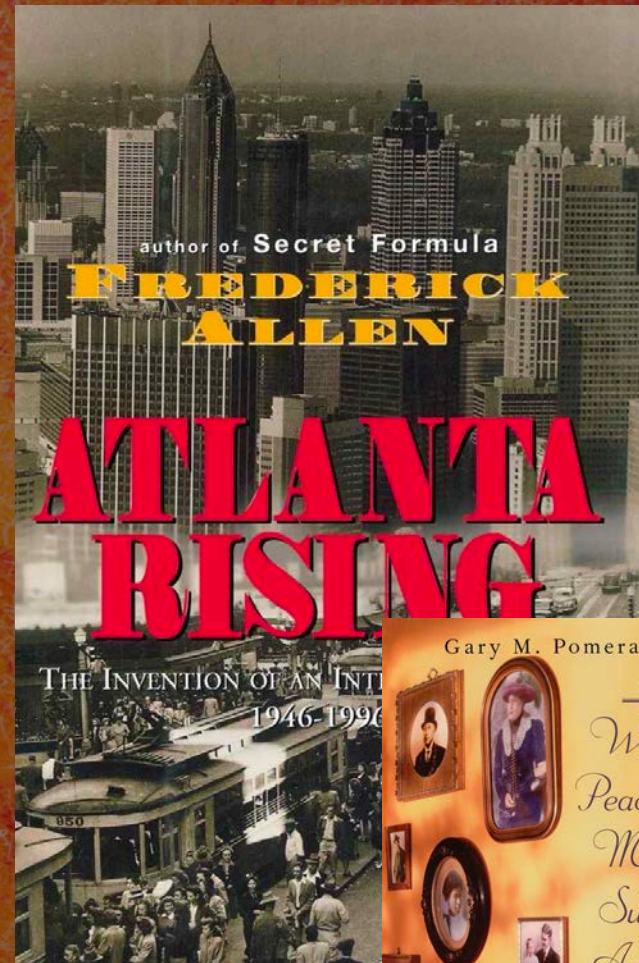
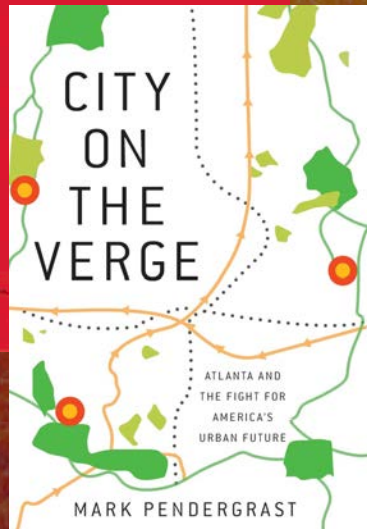
# *The Atlanta City Design*

*Aspiring to the Beloved Community*



# The Atlanta City Design

*Aspiring to the Beloved Community*



“When we’re at our best,  
ATL **brings together**  
people, cultures & businesses to  
**accomplish something meaningful.**  
Then we **export those ideas**  
to the world.”

– “Our Best Selves,” *Atlanta City Design: Aspiring to the Beloved Community*





# ATLANTA INFLUENCES EVERYTHING

**what can  
we do?**



**1. stronger values**

**2. smarter choices**

**3. clearer systems**

**value  
CREAT  
- IVITY.  
all  
the  
time.**

**83%**

more jobs since 1980  
require strong social skills

*SOURCE: Pew Research Center,  
"State of American Jobs," 10/6/16*

**\$37B**

annual revenue from  
creative industries in GA

*SOURCE: GA Council for the Arts*

**18%**

wage growth since 1990  
for jobs requiring  
strong social skills

*SOURCE: Pew Research Center,  
"State of American Jobs," 10/6/16*



THE INDUSTRY

# Culture Wars

Trap Music Keeps Atlanta On Hip-Hop's Cutting Edge. Why Can't The City Embrace It?

March 15, 2017 · 10:00 AM ET



RODNEY CARMICHAEL





**think  
HUMAN.**



*SOURCE: 2019 Deloitte Global Human Capital Trends*

# BRAVE NEW WORK

AARON DIGNAN

ARE YOU  
READY  
TO REINVENT  
YOUR  
ORGANIZATION?

— FOUNDER OF THE READY

put  
**HUMAN**  
into  
practice  
(with  
**SYSTEMS**). .

# BRAVE NEW WORK

ARE YOU  
READY  
TO REINVENT  
YOUR  
ORGANIZATION?

## AARON DIGNAN

— FOUNDER OF THE READY



# BRAVE NEW WORK

AARON DIGNAN

— FOUNDER OF THE READY

ARE YOU  
READY  
TO REINVENT  
YOUR  
ORGANIZATION?

## PURPOSE

*How we orient  
& steer*

## AUTHORITY

*How we share power  
& make decisions*

## STRUCTURE

*How we organize  
& team*

## STRATEGY

*How we plan  
& prioritize*

## RESOURCES

*How we invest  
our time & money*

## INNOVATION

*How we learn  
& evolve*

## WORKFLOW

*How we divide  
& do the work*

## MEETINGS

*How we convene  
& coordinate*

## INFORMATION

*How we share  
& use data*

## MEMBERSHIP

*How we define &  
cultivate relationships*

## MASTERY

*How we grow  
& mature*

## COMPENSATION

*How we pay  
& provide*

**make  
with  
soul.**