

# Culture of Opportunity

A new theory of retention and attraction

- ❑ **Culture** - the beliefs, customs, practices, and social behavior of a particular people
- ❑ **Opportunity** - a combination of favorable circumstances or situations

Key Definitions

- ❑ **Cultivate** - to nurture someone or something, especially in order to advance your own interests
- ❑ **Custom** - the way someone usually or routinely behaves in a particular situation
- ❑ **Sense** - any of the faculties by which a person obtains information

Key Definitions

*The beliefs, customs, practices and behaviors of a particular people that cultivate and reinforce a combination of favorable circumstances or situations that are real or perceived.*

*- Eric Robertson*

## Culture of Opportunity Defined

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- ❑ **Social** - the sense or the ability to have a vibrant social life – to date or find a mate
- ❑ **Financial** - the sense or the ability to sustain or thrive economically
- ❑ **Human Capital** - the sense or the ability to access resources and to be supported

Reality

The tangible Pull Factors

- ❑ The sense or the ability to make a difference – to change your community, city, region, the nation or the world
- ❑ The sense or the ability to live out your dreams

Aspiration

The intangible Pull Factors

- ❑ Dynamic Leadership & Exceptional Followers
- ❑ Visible & promoted examples of progress and success
- ❑ A sustainable environment
- ❑ Support systems
- ❑ Intent
- ❑ Vision
- ❑ Optimism
- ❑ Gaps

Keys to Culture of Opportunity

## Personal Sphere of influence

## Institutional Sphere of Influence

*Incorporate into your every day behavior & practice:*

- ❑ Support for young (talent & ideas) people
- ❑ Lift them up – make sure they're visible
- ❑ Speak positively & constructively
- ❑ Engage & empower them
- ❑ Embrace diversity – seek intergenerational collaboration

What you can do

- ❑ An institutional structure that cultivates and reinforces a culture of opportunity
- ❑ Lowers the threshold for serious involvement
- ❑ Includes intergenerational participation
- ❑ Creates a sustainable environment across the region
- ❑ Supports the ideas of young people

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- ❑ An opportunity for young people to become engaged and to lead
- ❑ An opportunity to create a shared 21<sup>st</sup> century vision
- ❑ An opportunity to fill the gaps – the serious challenges facing the core city and the region
- ❑ An opportunity to make a difference – to create transformational change

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**“...I am no longer interested in  
marginal changes.”**

**-Roland Fryer**  
Harvard Economist