

Rural Talent Webinar Handout

Accompanies: Cultivating Talent in Rural America Webinar

Facilitator: Isaac R. Lee, MBA, CEcD, MEDP

Audience: Texas Economic Development Association

Section 1: Top 3 Talent Drivers in Your Community

What are the three most important factors currently attracting or retaining people in your town or county?

1.

 2.

 3.

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Section 2: What's Your Community's Story?

In 1-2 sentences, describe how your community is currently perceived. Then, rewrite it as a more compelling narrative that would attract talent.

Current Perception:

Reframed Narrative:

Section 3: Map Your Talent Pipeline

Sketch a basic pipeline showing how students or jobseekers move from education to employment in your community. Mark any major gaps or leaks.

[Draw or Describe Your Pipeline Below]

Gaps or Weak Points:

Section 4: Your 60-Second Talent Pitch

Draft a short pitch to promote your community to a potential new resident or remote worker. Focus on livability, values, and opportunity.

Section 5: Startup Readiness Checklist

Rate your community (1 = Poor, 5 = Excellent):

- Access to capital for small businesses: _____
- Availability of co-working or affordable space: _____
- Mentorship for entrepreneurs: _____
- Community support for local business: _____

Section 6: What's Missing?

List three infrastructure or service gaps that could be barriers to talent growth.

1. _____
2. _____
3. _____

Section 7: What's Your Town's Heartbeat?

Identify a signature place, event, or tradition that brings people together and defines your community.

How could this be elevated or expanded?

Section 8: 3 Things I Can Do This Quarter

What are three actions you can take in the next 90 days to support local talent development or attraction?

1. _____
 2. _____
 3. _____
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Section 9: Your Rural Talent Pledge

Write one commitment you will make this year to help cultivate talent in your community.

"This year, I will commit to _____ to support talent in my rural community."

Thank you for being part of the conversation!