



**GREATER > MSP™**  
Minneapolis Saint Paul Regional Economic Development Partnership

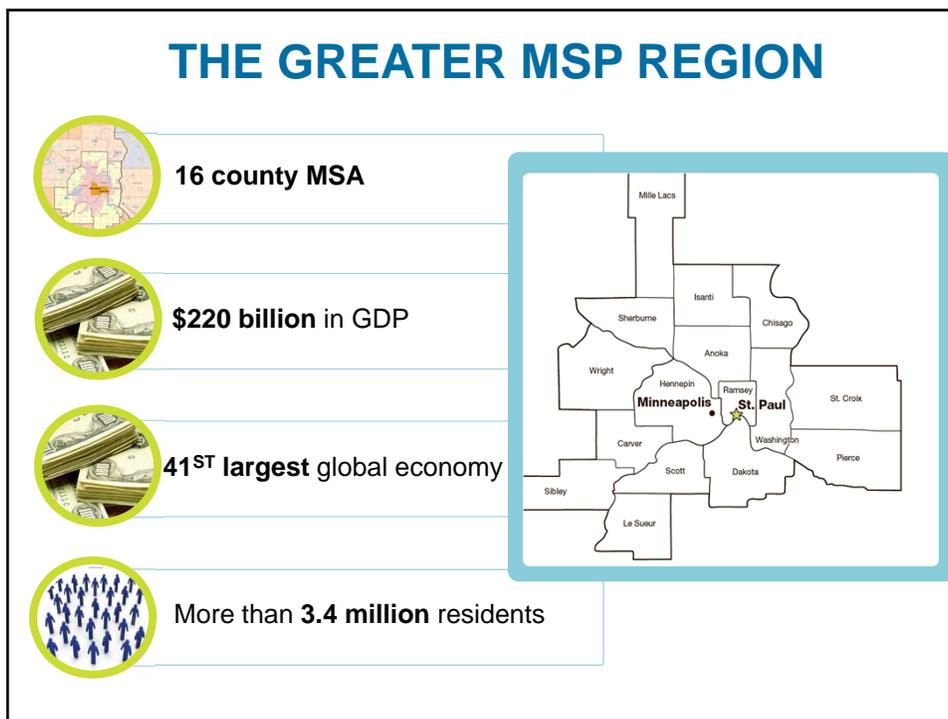
**Michael Langley**  
CEO  
GREATER MSP

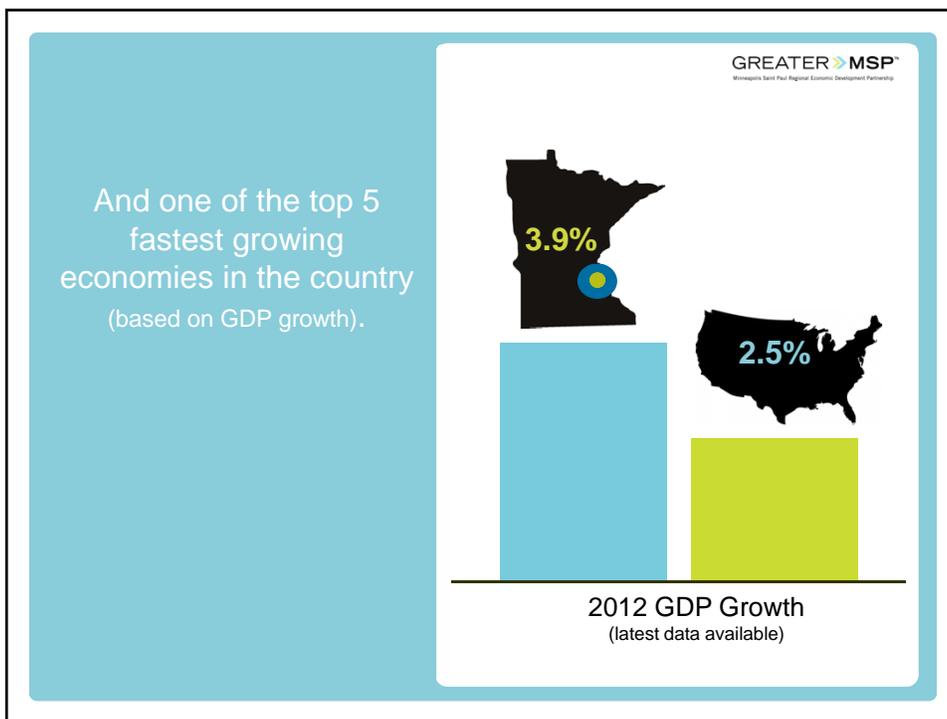
The image shows a business card for Michael Langley, CEO of Greater MSP. It features a light blue header and footer. The logo consists of the word 'GREATER' in black, a stylized double arrow pointing right (one light blue, one yellow-green), and 'MSP™' in black. Below the logo is the full name of the organization. The name 'Michael Langley' is in bold black, with 'CEO' and 'GREATER MSP' below it.



**OUR REGION**

The image is a graphic with a white background. It features a large, stylized arrow pointing to the right. The arrow is composed of two parallel lines: a light blue line on top and a yellow-green line on the bottom. The text 'OUR REGION' is written in bold black capital letters, positioned to the right of the arrow's tip.





And many of the world's most innovative companies

**ECOLAB**<sup>®</sup>    **Target**    **Thrivent Financial**    **Cargill**<sup>™</sup>  
**General Mills**    **Medtronic**    **Ameriprise Financial**    **Holiday**  
**Xcel Energy**<sup>SM</sup>    **us bancorp**    **C.H. ROBINSON WORLDWIDE, INC.**  
**NASH FINCH COMPANY**    **BEST BUY**    **CHS**    **Andersen CORPORATION**  
**ST. JUDE MEDICAL**    **CARLSON**<sup>™</sup>    **PRIME THERAPEUTICS**<sup>®</sup>  
**3M**    **LAND O' LAKES**    **Mosaic**<sup>®</sup>    **UnitedHealth Group**    **SUPERVALU**<sup>®</sup>

## Regional Sectors of Strength



**Financial Services & Insurance**

- Financial Advisory
- Banking
- Insurance



**Headquarters & Business Services**

- Corporate headquarters
- Creative services
- Professional services
- Data centers



**Advanced Manufacturing & Technology**

- R&D centers
- Software/ IT
- Advanced manufacturing
- Energy/renewables



**Food & Water Solutions**

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water filtration
- Water purification



**Health & Life Sciences**

- Bio tech
- Healthcare Providers
- Healthcare Payers and IT
- Medical devices

**GREATER > MSP™**  
Minneapolis Saint Paul Regional Economic Development Partnership



OUR WORK

## GREATER MSP VISION AND MISSION

### VISION

The Greater MSP Region is *recognized as a globally leading economy* where business and people prosper.

### MISSION

*Accelerate job growth and capital investment* in the Greater MSP region.

REGIONAL  
ECONOMIC  
DEVELOPMENT  
STRATEGY

MARKETING,  
BRANDING &  
PROMOTION

JOB RETENTION,  
EXPANSION &  
ATTRACTION

9

## 2 CONVERSATIONS – 2 ROLES



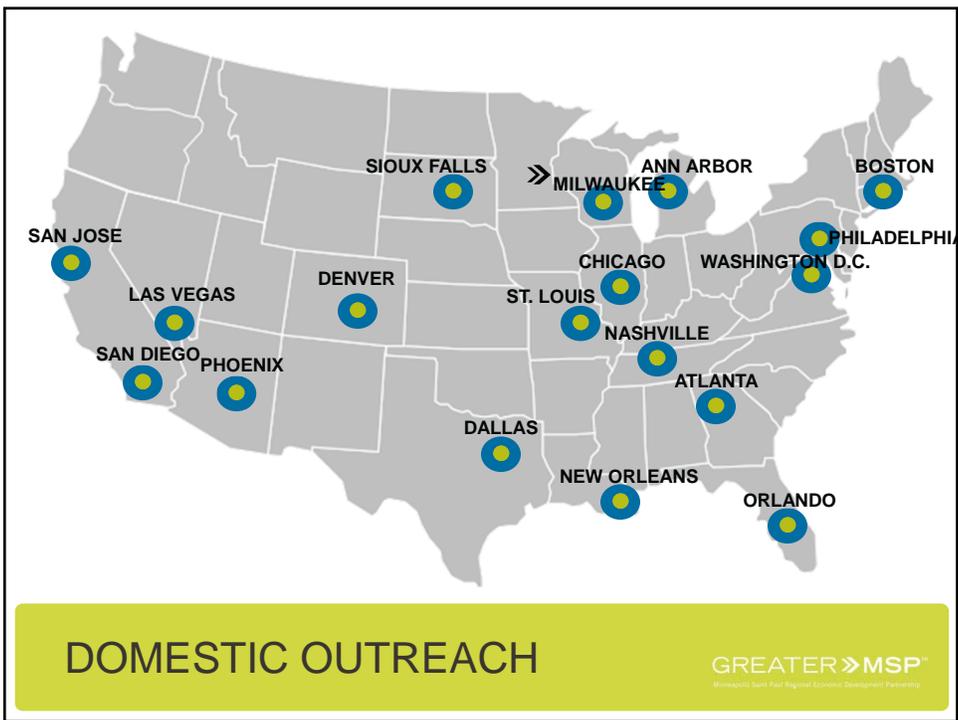
We LEAD the  
**marketing & promotion**  
of our region to the  
world.

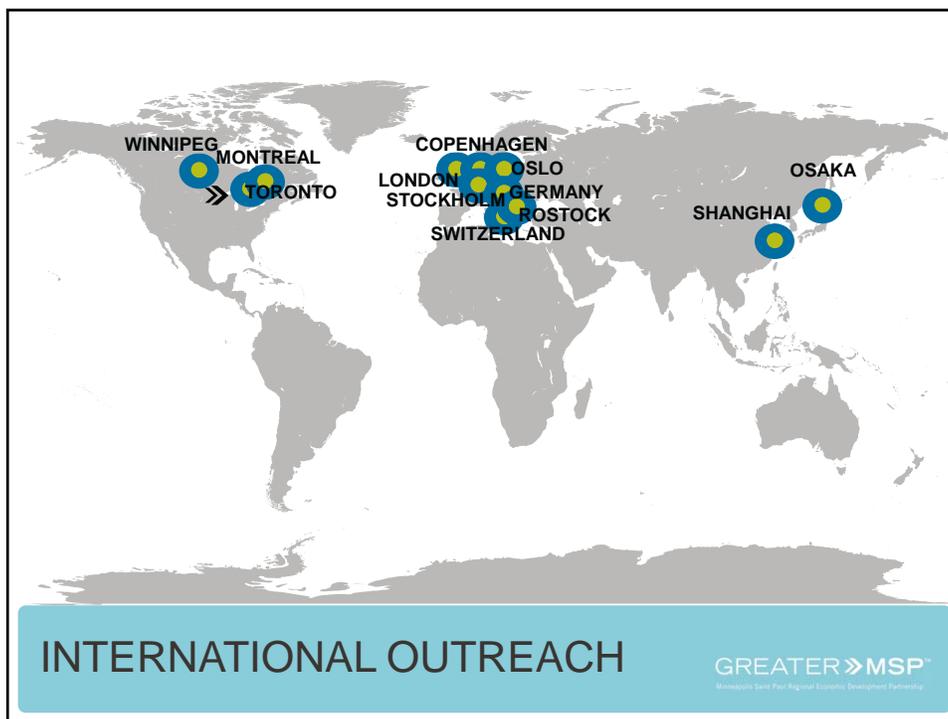
We SUPPORT the  
**improvement** of our  
**regional product** with  
data and real-world  
insight.



**2012-2013 GREATER MSP™ PERFORMANCE**  
Minneapolis Saint Paul Regional Economic Development Partnership

The GREATER MSP partnership has assisted  
 with the creation of more than **9,000 jobs**  
*(average salary \$54,000)*  
 and **\$1 billion** in capital investment





## OUR REGION'S STORY

**The Greater Minneapolis Saint Paul region will lead the world in solving its most important challenges for the future.**

Safe and abundant food, clean water, and health solutions will drive the global economy in coming years.

The Greater MSP region is the leader in these technologies and industries, and has the R & D, financial and business services infrastructure to support them.

Our highly educated and culturally connected workforce will create that business success. Our quality of life and social collaboration will sustain that success.

**Businesses prosper here. People prosper here.**

## OUR REGION'S STRATEGY

### TELL OUR STORY



- Rally the region around its story
- Build competitive intelligence capability
- Align priorities of regional entities

### PRIORITIZE TALENT



- Strengthen entire human capital pipeline
- Create talent attraction & retention initiative
- Align talent strategy with sector strategy

### SECTORS FROM GREAT TO GREATER



- Claim global leadership
- Grow at the intersection of areas of strength
- Target high-opportunity sub-sectors

## STRATEGY STEERING COMMITTEE

**Tim Welsh – co-chair**  
McKinsey & Company

**Michael Langley**  
GREATER MSP

**Katie Clark Sieben**  
DEED

**Susan Haigh**  
Metropolitan Council

**Brian Herman**  
University of Minnesota

**Doug Baker – co-chair**  
Ecolab

**Dave MacLennan**  
Cargill

**Ravi Norman**  
Thor Construction

**Chris O’Connell**  
Medtronic

**Lee Sheehy**  
McKnight Foundation

GREATER MSP™  
Minnesota's South East Regional Economic Development Partnership

## 1000 SOURCES OF INSIGHT

### Regional Focus Groups

- North Metro
- East Metro
- West Metro

### Surveys

- Partner Advisory Council
- Sector Leaders
- Investor Group

### Sector Focus Groups

- Professional Services
- Health & Life Science
- Financial Services and Insurance

### Reports *(examples)*

- Met Council: NARC Study
- MGI: Game Changers

### Data Analysis

- Sectors (McKinsey & Co.)
- Talent (IO Inc.)

### Partner Engagement

- Steering Committee
- Partner Advisory Council
- Itasca Project
- Regional Council of Mayors
- McKinsey Cities Initiative
- Metropolitan Council

### Staff Engagement

- Monthly staff discussions
- Idea generation sessions

### Competitive Benchmarking (talent)

**Global-scale solutions**

**Intersection of our 5 Sectors**

**Statewide sector strategies**

**27 High opportunity sub-sectors**

We are motivated to act by **opportunity**, not crisis.

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Minnesota Saint Paul Regional Economic Development Partnership

But we must act with **urgency**, because without bold action our region's negative trends will eventually overtake us.

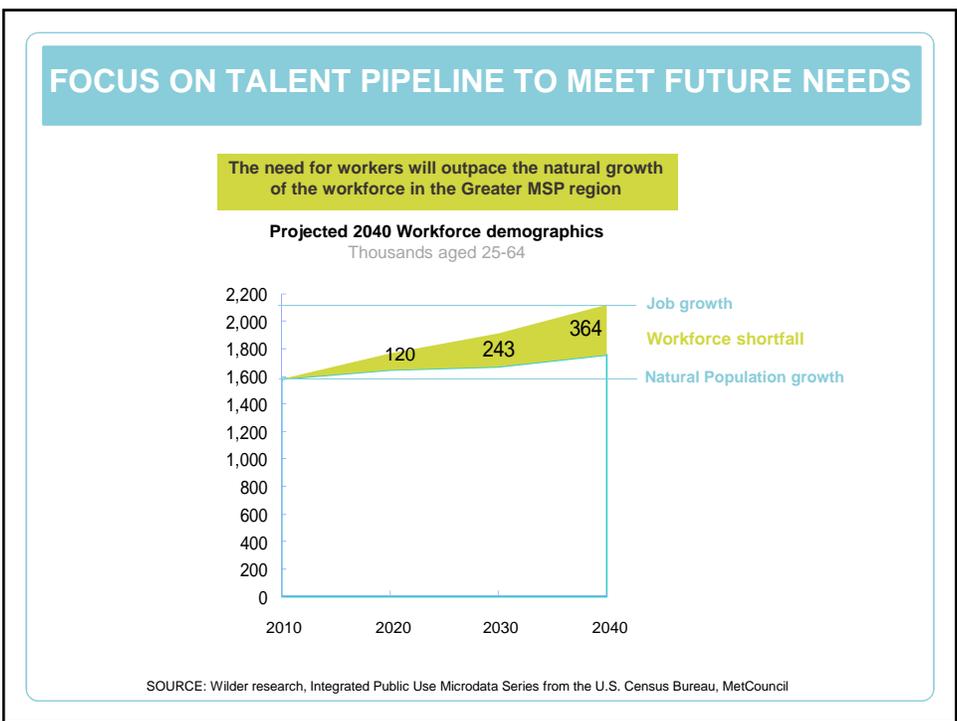
**Achievement gap**

**Net talent exporter**

**Low population growth**

**Entrepreneurship?**

GREATER MSP™  
Minnesota Saint Paul Regional Economic Development Partnership



Global change is rapid and cross-cutting – our economy must adapt to grow and prosper.

Demographics

Technology

Industry

Climate & Natural Resources

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## STRATEGY: HOW WE CAN WORK TOGETHER

### TELL OUR STORY

Equip Regional Leaders & Tell Regional Story

Establish & Measure Regional Success Indicators

### PRIORITIZE TALENT

Create Regional Talent Attraction & Retention Program

Connect & Integrate Region's Human Capital Initiatives

### GREAT TO GREATER

Develop Regional Economic Research & Analysis Priorities

Build Sector Teams for Global Leadership

## BUSINESS AND PEOPLE PROSPER HERE

