

ECONOMIC TRANSFORMATION SIGNAL TEAM

BACC Signal Team Report

**Team Members: Phil Hauck (Lead),
John Katers, Randy Lawton, Nan
Nelson, Diane Roundy & Dave
Wegge**



Vision and Method

BACC is the leading organization in engaging community leaders in understanding and shaping the future of the greater Green Bay area.

Foresight analysis, is the ability to anticipate and lead change. It has two broad focal points: **process**: *how plausible futures can be identified*; and **content**: *what the plausible alternative futures may be*.

We **narrowed our scope** to four primary areas:

- **Entrepreneurship & Innovation** (*Randy Lawton*)
- **Women in the Workplace** (*Nan Nelson*)
- **Workforce Availability** (*Dave Wegge*)
- **Artificial Intelligence** (*Phil Hauck*)



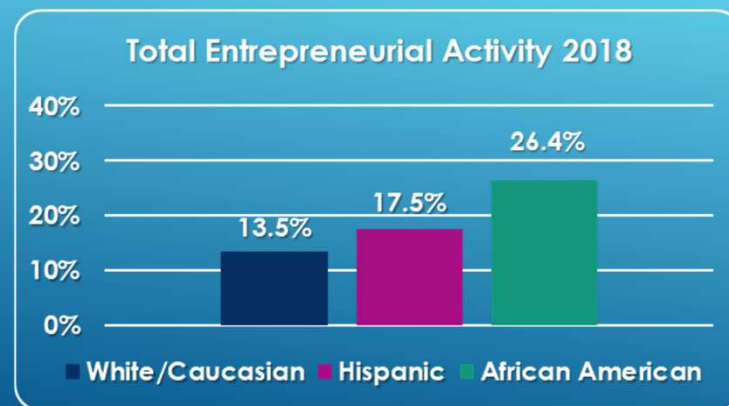
ENTREPRENEURSHIP & INNOVATION

Innovation is key to transformation, and transformation is key to dominating one's marketplace ... and avoiding being dominated.

- Expert observers indicate that Green Bay organizations are solid ... but well behind in developing transformational ideas that will solidify them as the Go To leaders in their industries. We are ripe for disruption by competitors closer to the technology centers.
- Green Bay has done well in developing a “build it and they will come” eco-system, but it needs to be more intensely utilized.



- Major innovation often comes from bright **immigrants/minorities**, and we are increasingly seeing this in our community.

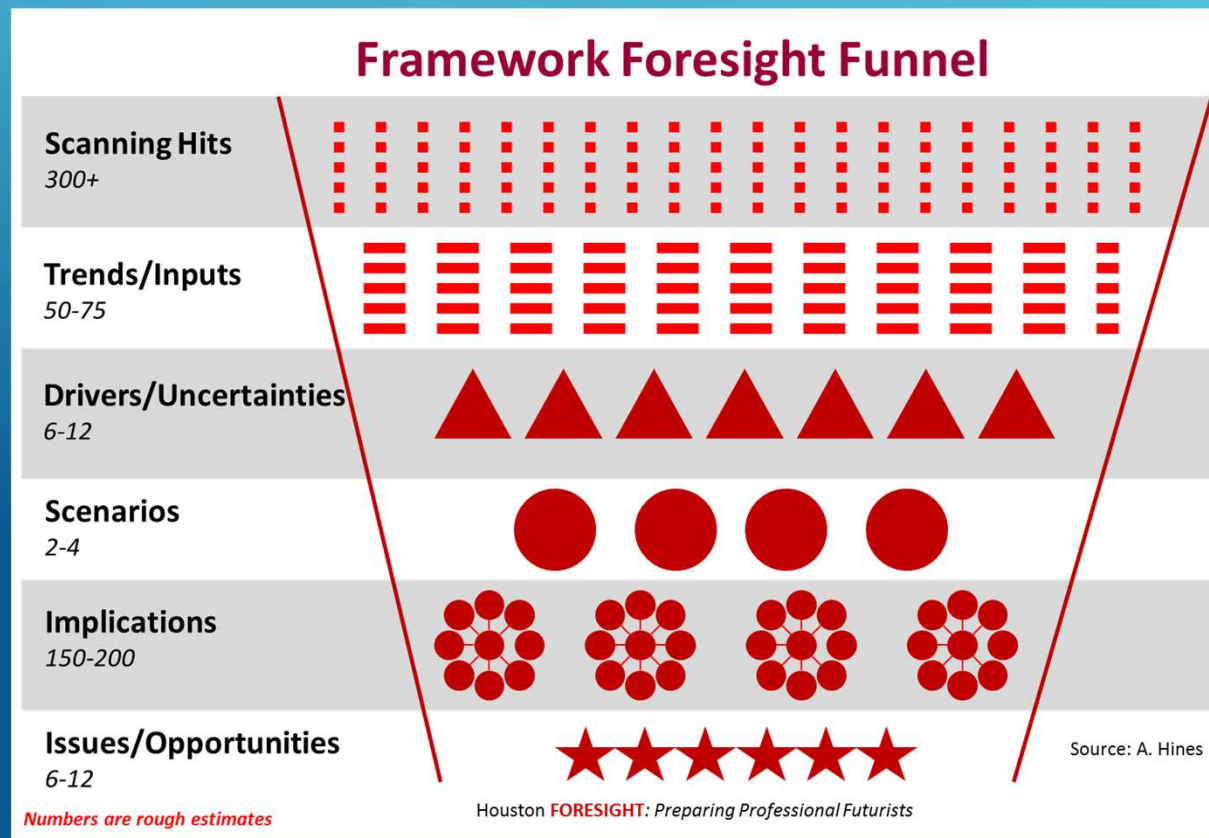


The slowing of innovation by COVID-19 gives our **most agile**, fast moving thinkers an unexpected opportunity to beat larger competitors to the marketplace with new ideas.

BE A STEP AHEAD

BASES Investigates:
Tracking the Impact of COVID-19 on Innovation

- **Foresight Analysis** is a perfect tool for achieving greater agility and innovation going into the future.



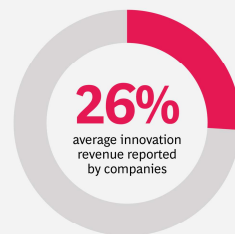
WOMEN IN THE WORKPLACE

A study by Boston Consulting Group found companies that reported above-average diversity on their management teams also reported 19% more revenue from new products or services than companies with below-average leadership diversity.

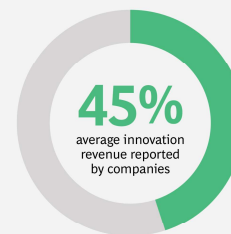


EXHIBIT 1 | Companies with More Diverse Leadership Teams Report Higher Innovation Revenue

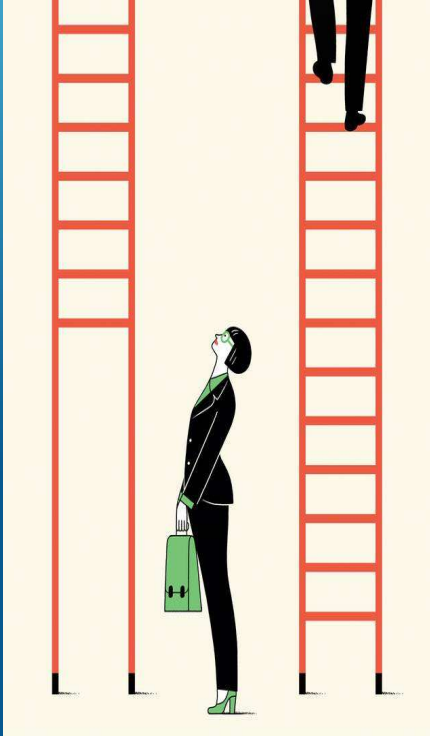
Companies with
below-average diversity scores



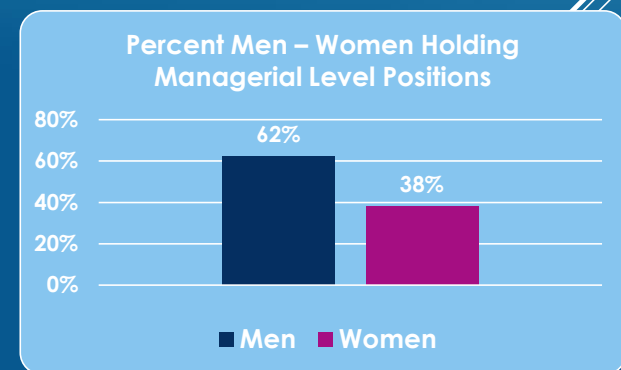
Companies with
above-average diversity scores



Source: BCG diversity and innovation survey, 2017 (n=1,681).
Note: Average diversity score calculated using the Blau index, a statistical means of combining individual indices into an overall aggregate index.

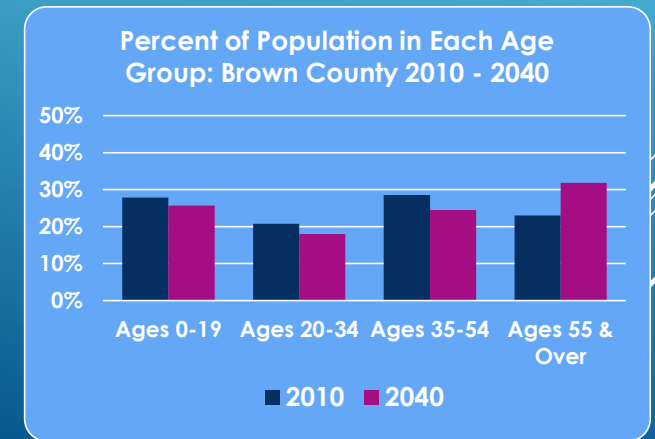
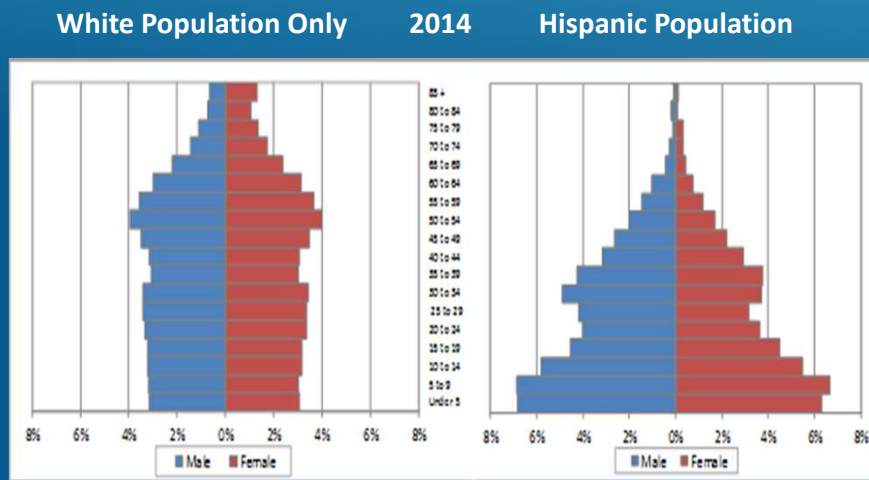


- **Women outscore men** in taking initiative, practicing self-development, displaying high integrity and honesty, contributing to the growth of others, championing change, and communicating “powerfully and prolifically.”
- Progress for women in organizations is constrained by the **“broken rung”**. The first leadership step on the way to manager. Leaders need to recognize this and make it easier for promising women to take that first step ... and women need to promote themselves more forcefully as candidates for that first leadership position.
- Organizations need to more actively use mentor and formal development programs.
- How can we take greater advantage of the opportunities that women present?



WORKFORCE AVAILABILITY

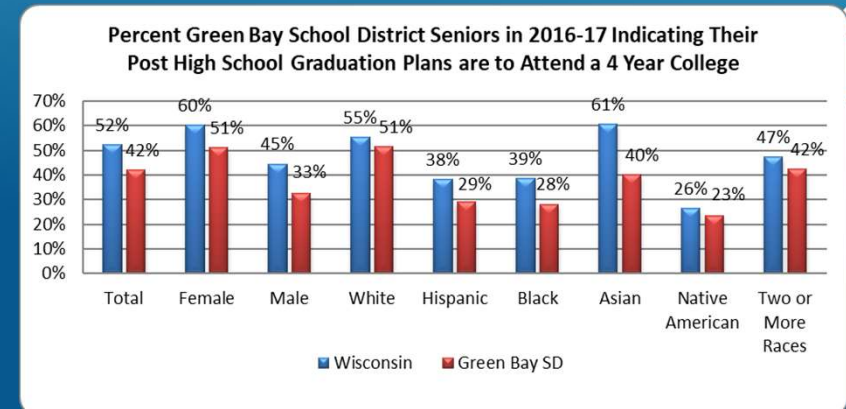
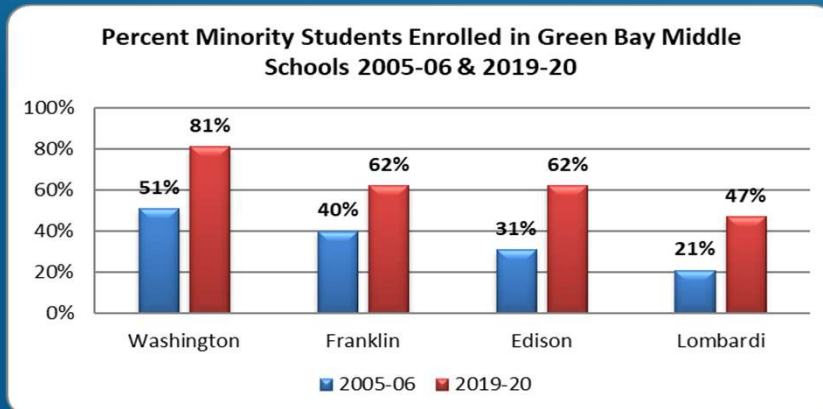
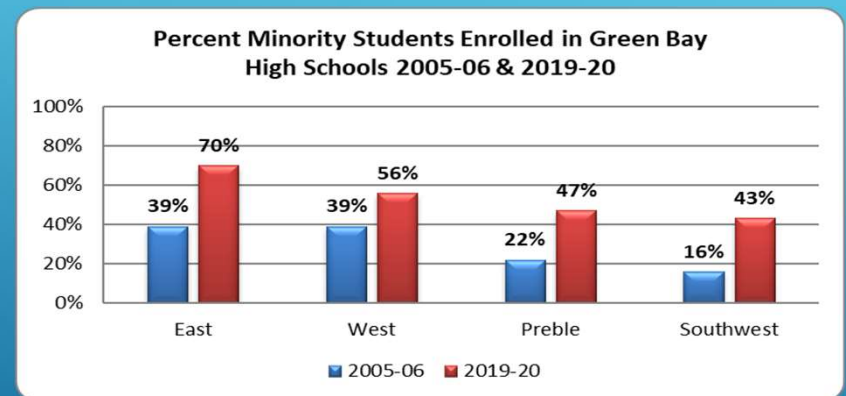
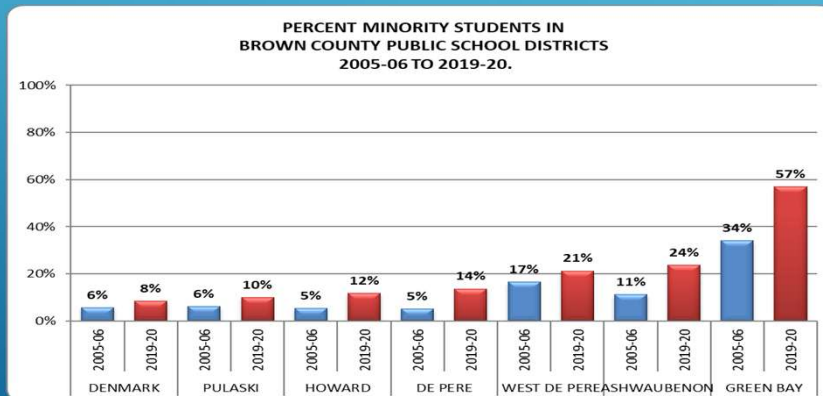
- Our area's **workforce is aging**. Organizations need to be proactive in seeking and developing younger talent so they have enough proven expertise for higher leadership positions. Over the next 20 years, current projections are that every age bracket decreases ... except over 55's.
- Does the aging of our population contain the **seeds of opportunity**?
- The U.S. will become **minority white** by 2045. Brown County is on the road to becoming minority white.



Source: www.census.gov

<https://fyi.extension.wisc.edu/latinowisconsin/brown-county-demographics/>

There is significant **growth** in the **minority population** in Green Bay schools. Compared with the state, fewer Green Bay students **plan to attend 4 year college**. Men and minorities may fall behind in income development because they aren't attending four-year colleges/universities at the same pace as the white population.



Source: Wisconsin Department of Public Instruction

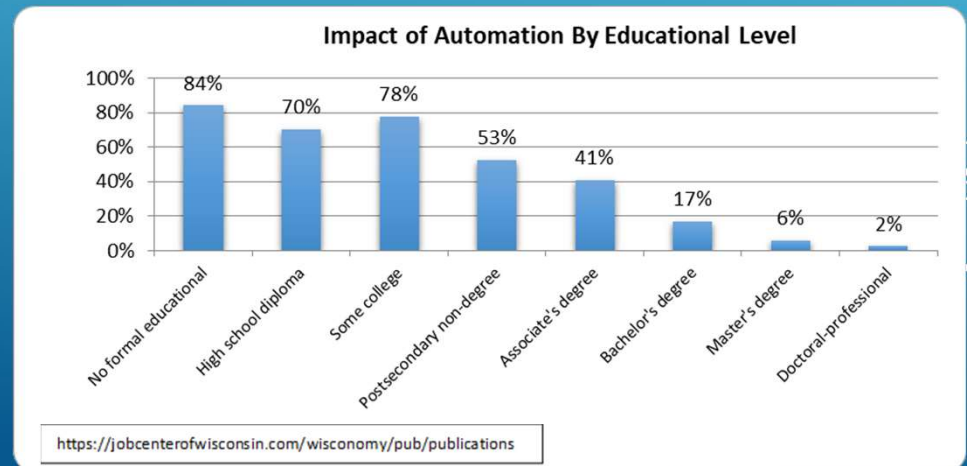


Education Level Brown County, Wisconsin & United States 2018

Area	Percent with High School Diploma	Percent with Bachelor's Degree	Percent with Master's Degree or Higher
United States	87.7%	31.5%	13.1%
Wisconsin	91.9%	29.5%	10.0%
Brown County	92.0%	29.6%	10.0%
Difference BC - US	+4.3	-1.9%	-3.1%

Source: www.census.gov

- Automation will impact 55% of total jobs in our area, with a **negative impact** on those with lower levels of education. The primary areas hit: Office, Production, Sales, Food Preparation, and Transportation.
- Unskilled workers** will become more unequal in wages.

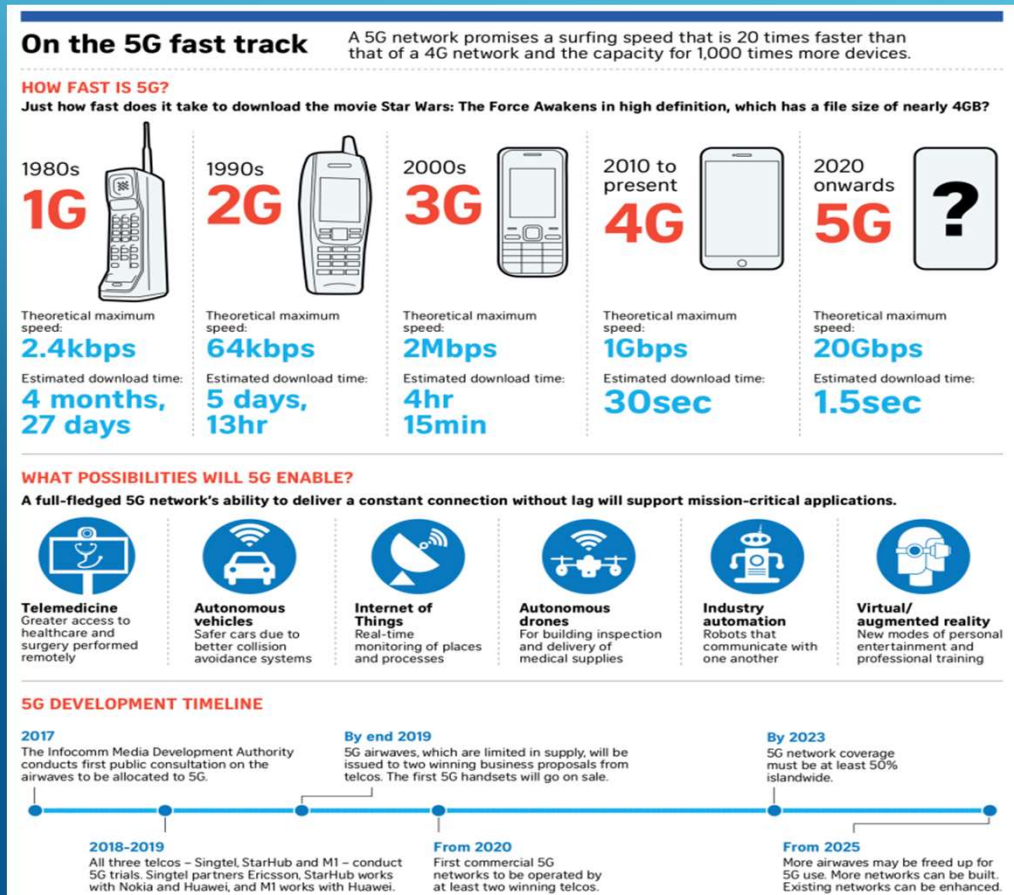


ARTIFICIAL INTELLIGENCE

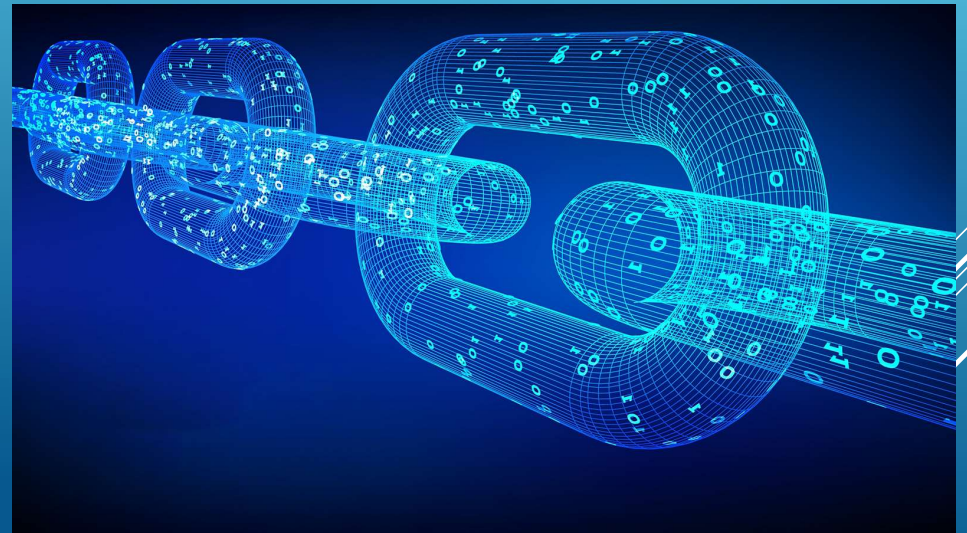
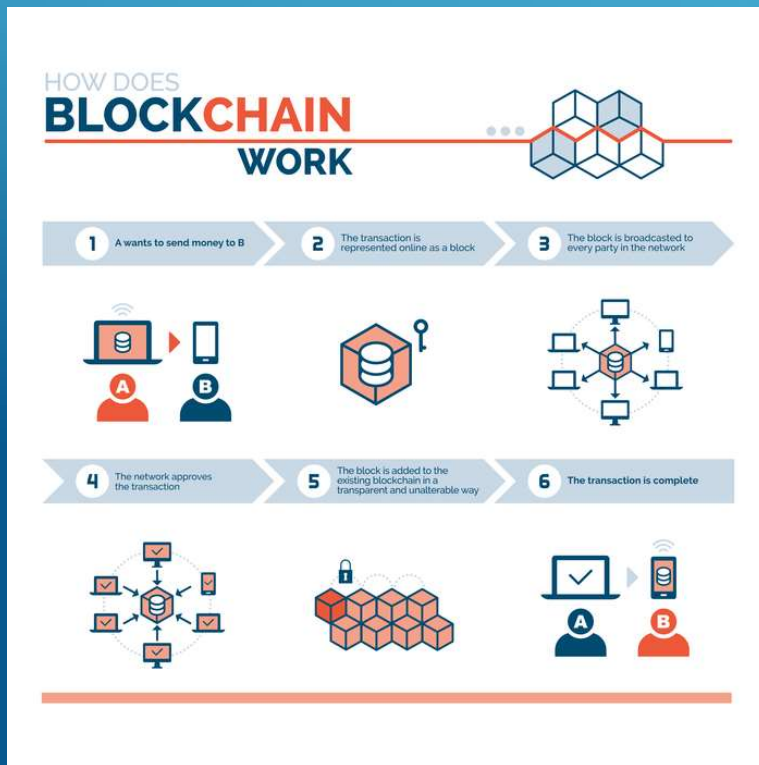
- Look for more ways to use sensors and data to provide more services to customers. This is the **Internet of Things**, which will inter-connect more and more segments of your product/service delivery system.



- The advent of **5G** will allow even more expansive development of complex systems that you can develop to better service your customers.



- Watch for **Blockchain** in a year or two. Initially developed to provide a transaction system for Bitcoin, it is increasingly used for data security and transaction integration needs ... both very critical.





ECONOMIC TRANSFORMATION

Next Steps:

- Our team needs to review report in detail.
- Discuss with Communications Committee on best ways to share our signals.
- Bring report to the Foresight Network.
- Develop Trend Cards.
- Engage the community.

Questions?

