



Authenticity

HAS NO COMPETITION

Can you (and all key stakeholders) tell YOUR authentic story?

(And would EACH person tell the SAME story!)

Empowering the Art of Entrepreneurship

© copyright 2017 Creativity Lab Colorado All Rights Reserved





A DEEPER DIVE: Consider a VISION FRAMEWORK & BHAG! Details/resources below.

The West Colfax Corridor Vision Framework 2006

A Vision Framework

(Attribution: See details at <http://www.jimcollins.com/tools/vision-framework.pdf>)

See the West Colfax group's 2006 Vision Framework and 20-year Big Hairy Audacious Goal or BHAG →

In Eleven years (so far) much of the "Vivid Description" is already true! Our BHAG is in sight

A BHAG is a "CLEAR AND COMPELLING GOAL, like the moon mission; a true BHAG serves as a unifying focal point of effort— often creating immense team spirit. It has a clear finish line, so the organization can know when it has achieved the goal; people like to shoot for finish lines. A BHAG engages people— it reaches out and grabs them in the gut. It is tangible, energizing, highly focused. People "get it" right away; it takes little or no explanation." --Jim Collins

The term 'Big Hairy Audacious Goal' (BHAG) was proposed by [James Collins](#) and [Jerry Porras](#) in their 1994 book entitled [Built to Last: Successful Habits of Visionary Companies](#)

Mayor's West Colfax Blue Ribbon Committee (2004-6)	
CORE IDEOLOGY	ENVISIONED FUTURE
Core Purpose	20-Year BHAG
To put in place an action-oriented plan that rallies the community to work together to revitalize Lakewood's historic West Colfax Avenue	Create the environment that will re-energize Lakewood's historic West Colfax corridor to make it once again an economic engine for the City and a vibrant commercial and entertainment destination for residents and visitors that rivals (exceeds) its mid-century glory days
Core Values	Vivid Description (Envisioned for 2026!)
<p>Respect for the individual, the neighborhoods, and the rich history of the area</p> <p>Inclusiveness, meaning an openness to all individuals and organizations who wish to participate in the process in a productive manner</p> <p>Collaboration among all stakeholders to embrace our core values and forge progress toward our community's shared vision</p> <p>Forward-thinking, meaning an approach that looks at challenges and opportunities through a lens of what's possible near term and long term, considers creative solutions for marshalling resources, and shows good stewardship of public funds</p> <p>Results-oriented, meaning a commitment to stakeholders and the community at large to move forward with a sense of urgency and to infuse the process with a work ethic focused on results and accountability</p>	<p>U.S. 40, historic West Colfax—the Gateway to the Rockies—was the place to be in the 40s, 50s, and 60s. And now, after an intensely collaborative, two-decade public-private partnership, West Colfax is celebrating a dynamic new chapter to its inimitable, century-old story.</p> <p>True to its own lore, rich in character and creativity, West Colfax Avenue's mid-century buildings and multi-generational businesses are again thriving— right alongside new 21st century destinations, all respecting the "Americana" heritage of the Colfax "Beat Generation" culture while carrying on the fierce independence of its creative, resilient, and entrepreneurial spirit.</p> <p>Today, West Colfax bustles with locals and visitors alike. The crowds come to embrace the quintessential Colfax experience—the extraordinary walking and biking route called the ARTLINE, along with eateries, art galleries, breweries, and eclectic shops. It's a place where families and friends come to create fresh opportunities, connect with diverse experiences, and celebrate culture both old and new.</p> <p>The renaissance of Lakewood's West Colfax Avenue is well chronicled, making headlines and garnering awards for its transformation. West Colfax Avenue and its re-emergence as a vibrant commercial and entertainment destination demonstrates the power of resolute community collaboration.</p>

Empowering the Art of Entrepreneurship

