

Hello!

I'm Ashleigh Weeden.

I ask a lot of questions, talk pretty fast and
I care about communities.

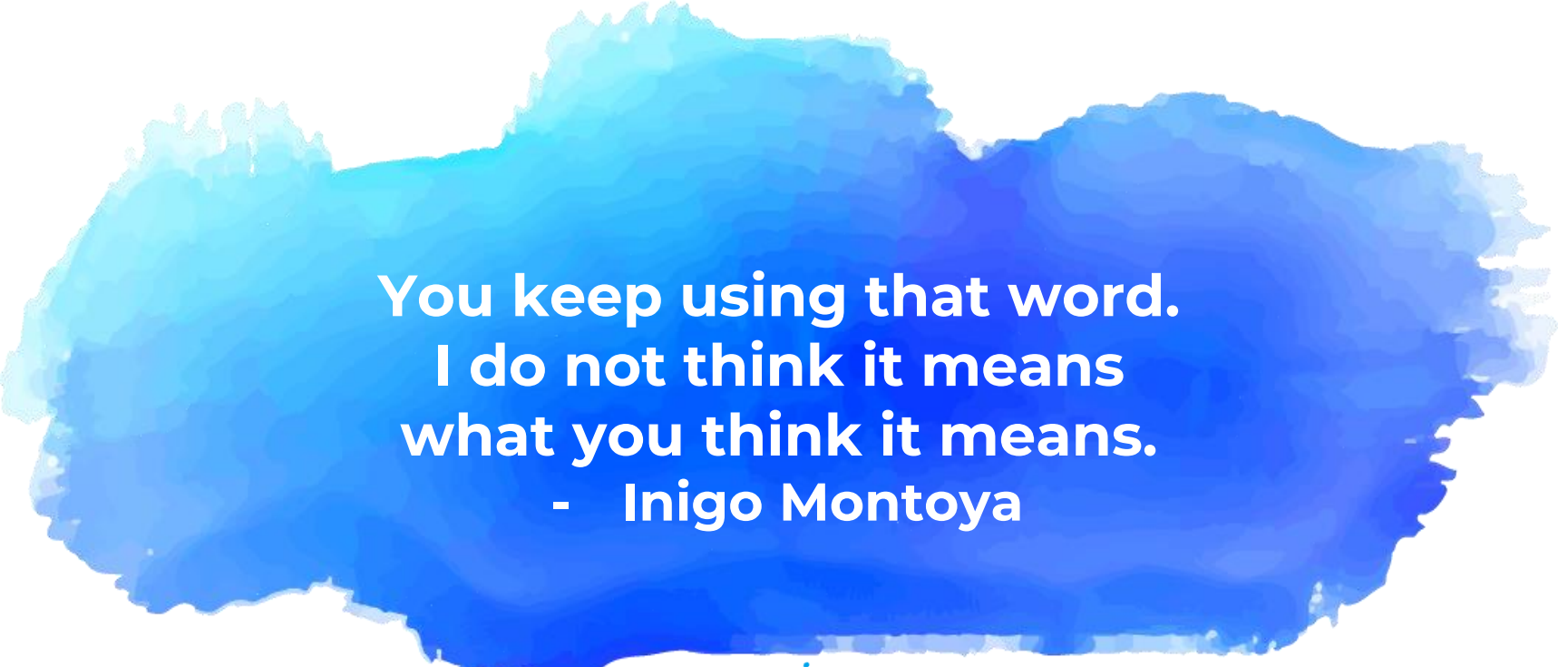
I work with awesome people to imagine
rural futures - and then make them
reality.

Find me on Twitter: @ashleighweeden






Who are you?



**You keep using that word.
I do not think it means
what you think it means.
- Inigo Montoya**





Innovation

**is taking two
things that already
exist and putting
them together in a
new way.**

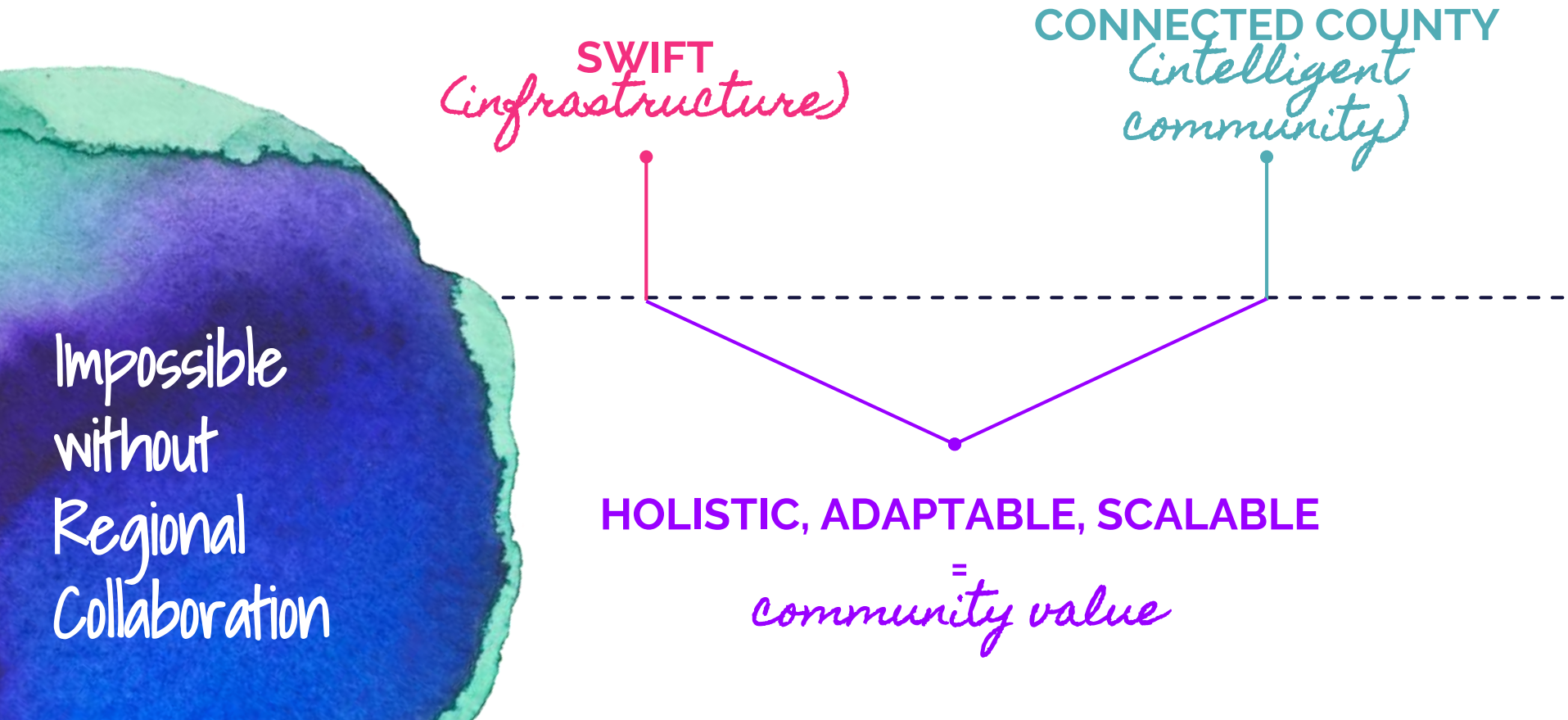
- Tom Freston




Beyond the Buzzword

- ✓ Develop **relationships**
- ✓ Enhance **culture**
- ✓ Create **capacity**
- ✓ Empower **community**

EXAMPLE: TWO PROJECTS, ONE *smart* GOAL



A lighthouse stands at the end of a long, dark pier that stretches from the foreground into the sea. The sky is a dramatic mix of dark, heavy clouds and vibrant, fiery orange and red hues, suggesting a sunset or sunrise. The water reflects these colors, creating a shimmering path towards the lighthouse. On the right side of the image, there is a large, irregular, yellow-orange shape with a rough, torn edge, resembling a piece of paper or a splash of paint. Inside this shape, the text is written in a bold, black, sans-serif font.

**We are all
on the hook
for dealing with
the hard stuff.**

- ▣ do it **on purpose**: why are you doing this?
- ▣ be **open-minded**: unicorns exist (they're just fat and we call them rhinoceroses and narwhals)
- ▣ no one is going to **care more** than you: stop waiting for permission
- ▣ be **delightful**: this is supposed to be fun!

"The doing is the thing. The talking and worrying and thinking is not the thing." (Amy Poehler)

Innovation requires tools + channels that create conversations + relationships.

- ▣ leverage **your networks**
- ▣ play with the **people who love you** (and learn to receive the gift of honest feedback)
- ▣ don't discount **old school** methods



It's not just
about technology.

exchanges \neq engagement
transactions \neq talking
meetings \neq meaning



**WE CAN DO
HARD THINGS**

"Vulnerability
is the birthplace
of innovation,
creativity and
change."

(Brene Brown)



**Get messy.
Be excellent
and
be excellent
to each other.**



Thanks!

Let's jam!

Find me on Twitter at @ashleighweeden

Email me at weedens@uoguelph.ca

Find out more about the work at

www.ruraldev.ca