Wealth Creation

EDD LEARNING COHORT

Session 7: What's Next?

October 7, 2026

NADO Research Foundation

EDD CoP
Economic Development District Community of Practice

Objectives



Get to know each other.

Check in on progress on assignments

Consider how you will use wealth creation moving forward.

Icebreaker

- Name
- Organization
- **Favorite fall/winter activity.**



Principles of Wealth Creation



#1 – **Create wealth**, broadly defined, and aspire to do no harm.

#2 – Root wealth in local people, places and firms through **local ownership, control and influence.**





#3 – Build **lasting livelihoods** by intentionally including people and firms on the economic margins.

Key Concept

Wealth Components: Eight Capitals

Intellectual	• Knowledge and innovation
Individual	• Skills, education, health
Social	• Trust and relationships
Natural	• Natural resources
Built	• Infrastructure
Political	• Influence on decision makers and shapers
Financial	• Savings and investment
Cultural	• Traditions, customs and ways of doing

Assessment
Design
Measurement

Looking Through a Wealth Creation Lens

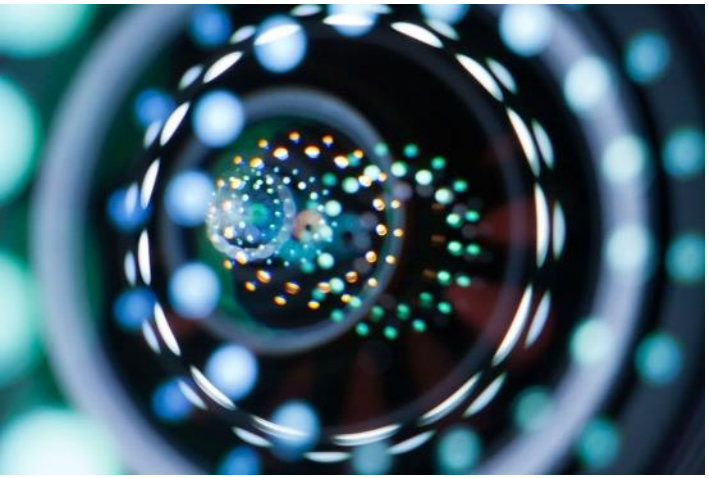


Looking Through a Wealth Creation Lens: What does this mean?

- Using the eight capitals in your CEDS – asset inventory, SWOT, strategy, metrics.
- Supporting sectors in your region to collaborate for mutual benefit.
- Building partnerships – engaging partners with strengths in different areas, different capitals – to build wealth and keep it local.
- Supporting market opportunities in your region, by bringing partners together to identify what the gaps are and how to fill them through entrepreneurship.

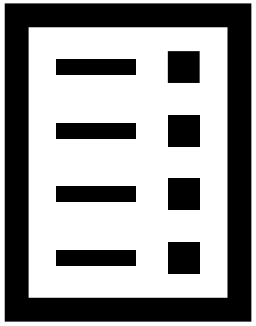
- Viewing all your work through this lens of building wealth, keeping it local and building livelihoods.

The Wealth Creation Lens



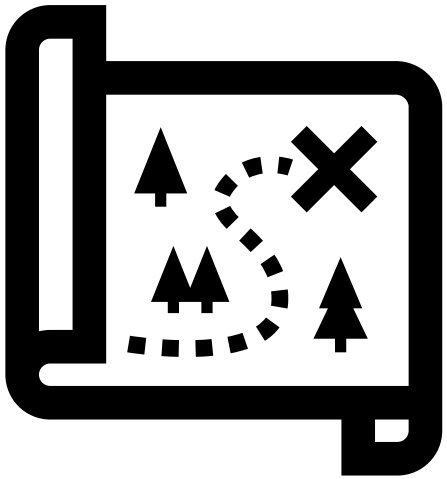
- Regional planning and development
- Value chain development
- Organizational development and strategic planning
- Project and program evaluation.

Regional planning/development



- Map regional assets across the eight capitals with partners
- Identify and reduce economic and other leakage from the region
- Build strategies around increasing local ownership
- Align planning resources and investments around real market opportunities
- Formalize relationship-building as part of regional and municipal strategy

Value chain development



Identify and validate real market opportunities that benefit multiple communities/counties

Map the full value chain with partners

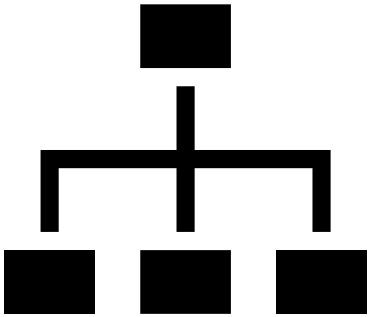
Appoint or support a value chain coordinator

Build pathways for expanded participation of underrepresented groups

Plug leaks and keep more value in the region

Strengthen multiple forms of wealth in the chain.

Organizational development – strategic planning



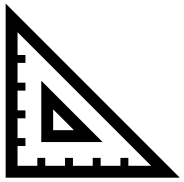
- Use wealth creation as the strategic lens in comprehensive and strategic planning
- Assess your organization's strengths and opportunities across the eight capitals.
- Align programs to long-term, asset-building outcomes
- Prioritize initiatives that create or grow multiple forms of wealth
- Build cross-sector partnerships as an asset strategy
- Strengthen internal culture around long-term collaboration and asset-based thinking

Program and project evaluation



Build a "multiple forms of wealth" dashboard

Measure benefit distribution, not just totals



Evaluate system change, not just project outputs



Use feedback loops or continuous learning cycles to adjust strategy in real time.

Measure how much value stays in the region.

Cohort Timeline

Session	Topic	Dates
1	Intro to Wealth Creation	4/8 and 29
2	Wealth Creation & CEDS	5/6 and 20
3	Sector Collaboration	6/3 and 17
4	Understanding Demand/Identifying a Market Opp.	7/8 and 22
5	Mapping a Value Chain	8/12 and 19
6	Identifying Gaps, Bottlenecks, Underutilized Assets	9/2 and 16
7	What's next?	10/7

Discussion



How do you plan to integrate wealth creation into your work?



What do you need to do this? What kinds of support would be useful?

Evaluation



What went well?



What would you change?

Post-Cohort Assessment

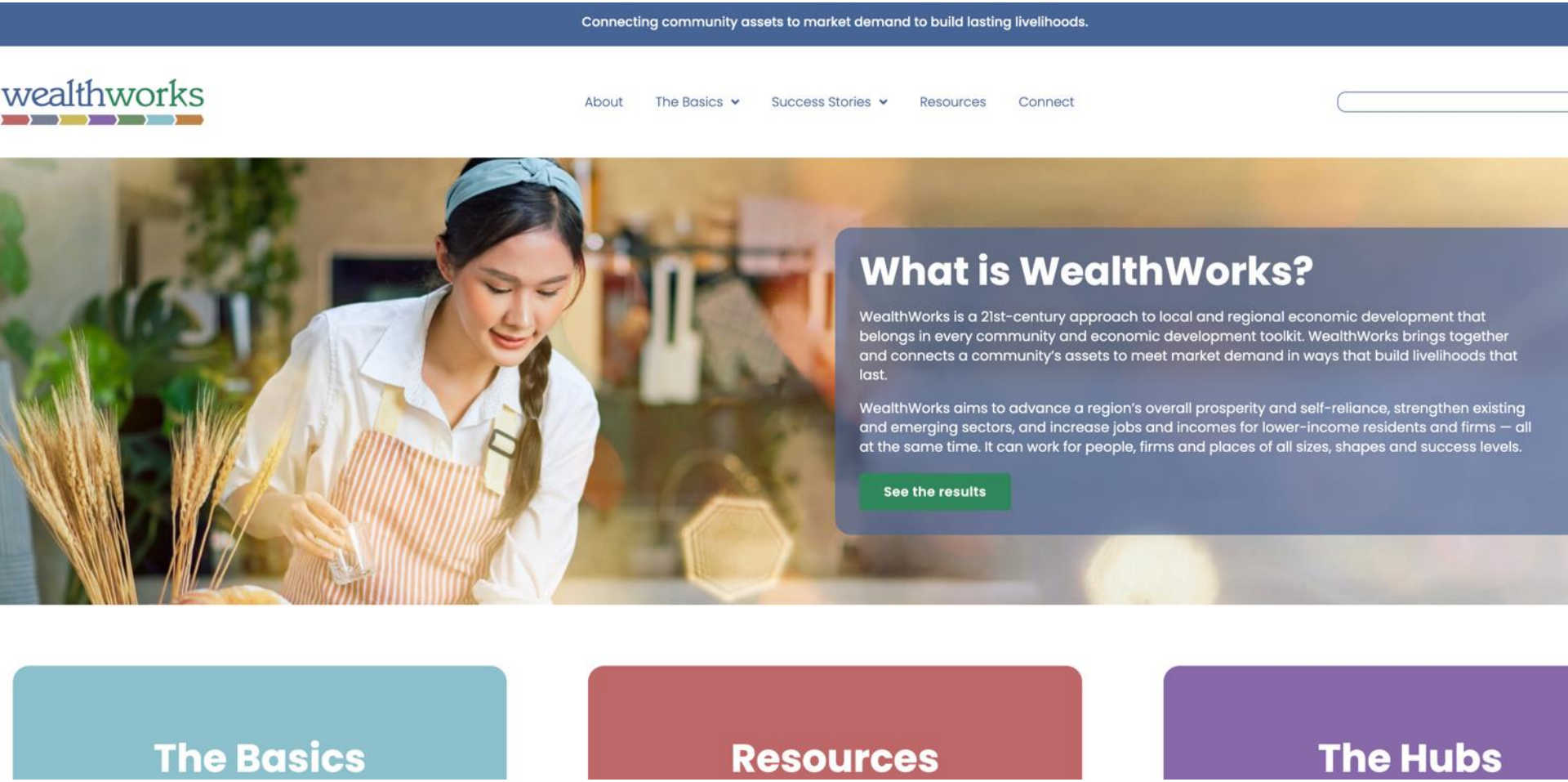
There was a pre-cohort assessment that most if not all of you did.

After this session, I'll be sending out a post-cohort assessment.

Please complete this; EDA will be reviewing how things went.

It will be anonymous.

WealthWorks Website - www.wealthworks.org



NADO Wealth Creation Website – www.nado.org/wealthcreation



For several years, the NADO Research Foundation has trained EDD staff and partners on a wealth creation framework known as *WealthWorks* that seeks to build multiple types of capitals or assets in a community or region. This approach, recognized as a best practice in EDA's CEDS Content Guidelines, emphasizes support for local ownership and control of businesses and assets in order to root wealth in a region. It is also intentionally inclusive, seeking ways to incorporate a variety of voices as planners and owners, not only as intended beneficiaries or consumers. A handful of EDDs are using wealth creation in CEDS and other EDD regional planning efforts, demonstrating that this approach can influence EDD operations, including improving consideration of equity and access when designing stakeholder participation or even procurement and hiring. Through the Economic Development District Community of Practice (EDD CoP), made possible through an award from the Economic Development Administration, the NADO Research Foundation is coordinating with EDD practitioners and other rural and regional development practitioners to incorporate this wealth creation model where appropriate.

Wealth creation is an approach to economic development that connects a region's assets to market demand in ways that build rooted wealth for local people, places and firms. It brings together a range of public, private and non-profit sector partners who have self-interest in the outcomes and an openness to discovering shared or common interests.

October 19-22 Reno, Nevada



For More Information

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NADO Research Foundation

EDD CoP
Economic Development District
Community of Practice