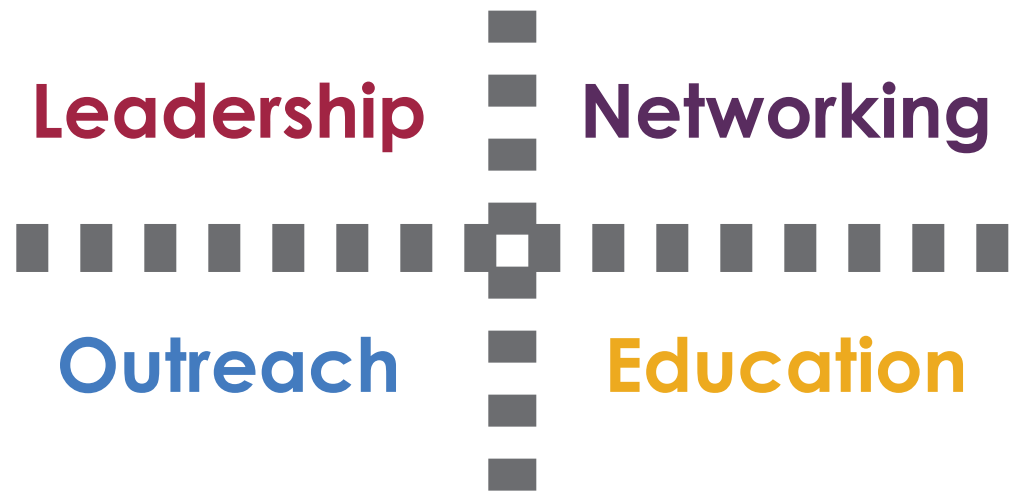


# Build on Our STRENGTHS



## Quality Control

- Building on ULI's strengths happens when members volunteer to facilitate ULI's involvement in issues that are in ULI's wheelhouse.
- Leadership means asking, "How can we do this?" The ULI mission is not about creating a "common understanding" or "harmonizing opinions" about development.
- Carrying out projects that involve outreach on planning and development in OC and the IE, must have members with an objective, local understanding.

## The Conversation

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"We don't lobby."  
 "Programs tactically focused."  
 "Fine line between 'practical & elite – we offer our opinions vs. informing/telling."



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"Candid exchange of information."  
 "Generously offers and shares its expertise."  
 "Transparency, objectivity and unique."



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"Has a diversity of members unlike other organizations."  
 "ULI brand gets you in the door - professional credibility."  
 "Educates a broad base."



## Actionable Goals

Promote core values through Code of Ethics

Share Best Practices and Lessons Learned

Provide all sides on topics at meetings/programs.

Publish Case Studies.

Access Initiative Councils and refocus to stay relevant.

Create opportunities for professionals of diverse backgrounds to get involved together.

Focus on getting members graduating from YLG involved.

Capture potential of new members.

Focus on the value proposition of exclusivity of member engagement.