

Navigating Rapid Change

“Sir, the possibility of successfully navigating an asteroid field is approximately 3,720 to1.”



Place Comparisons
Data Analytics



Trendspotting



Best Practices



Collaborative (Group) Leadership



- ✓ Intentional
- ✓ Specific
- ✓ Measurable Actions

Competitive Improvement

First Rule To Understanding Competitiveness

**STOP
DRINKING
KOOZ-AID**

Your Own

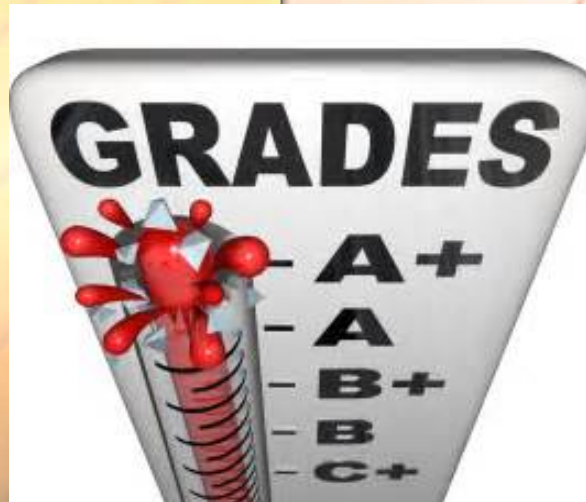


How Is Your Economy?



What factors did you think of when you assigned a grade?

A+



F

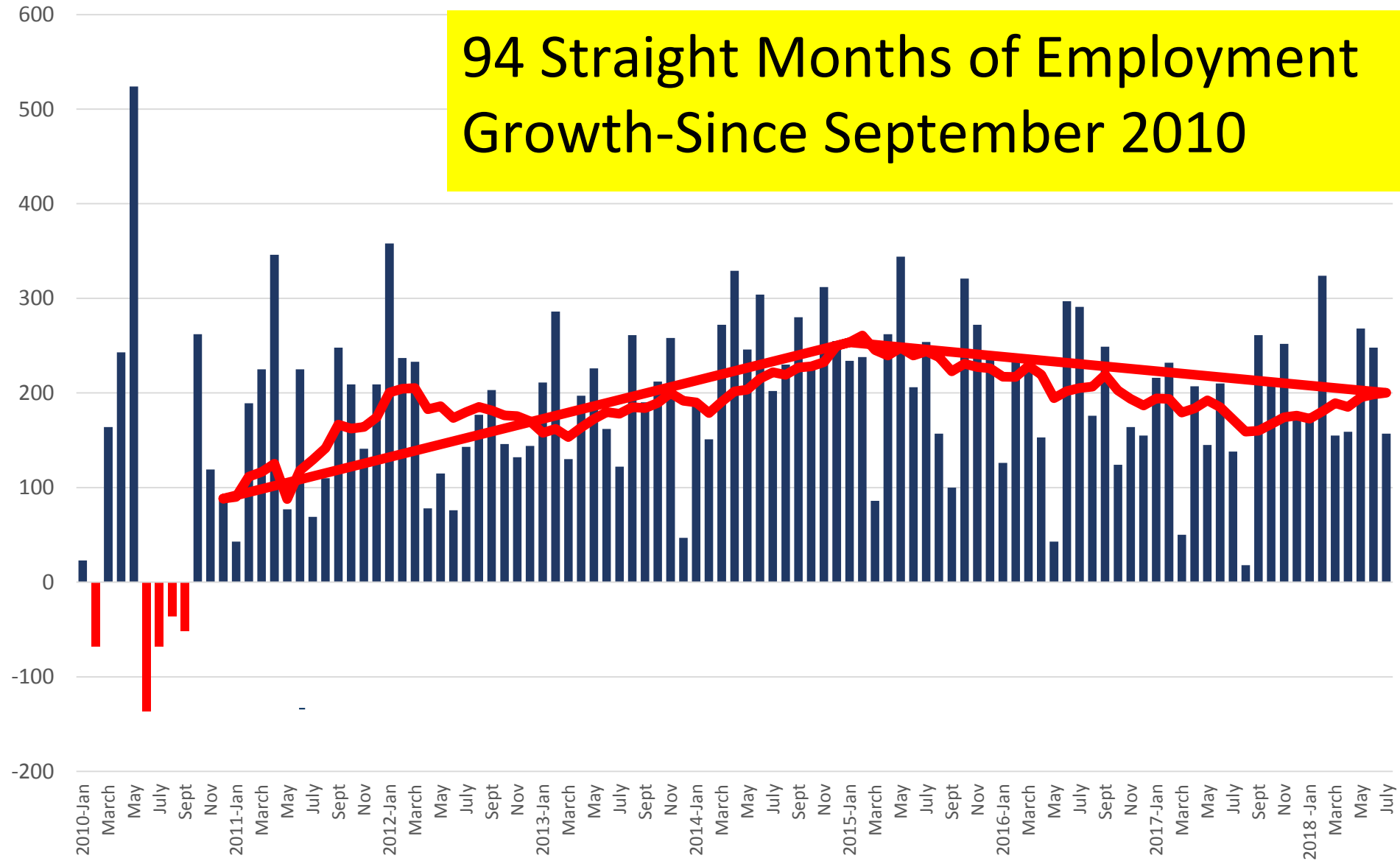
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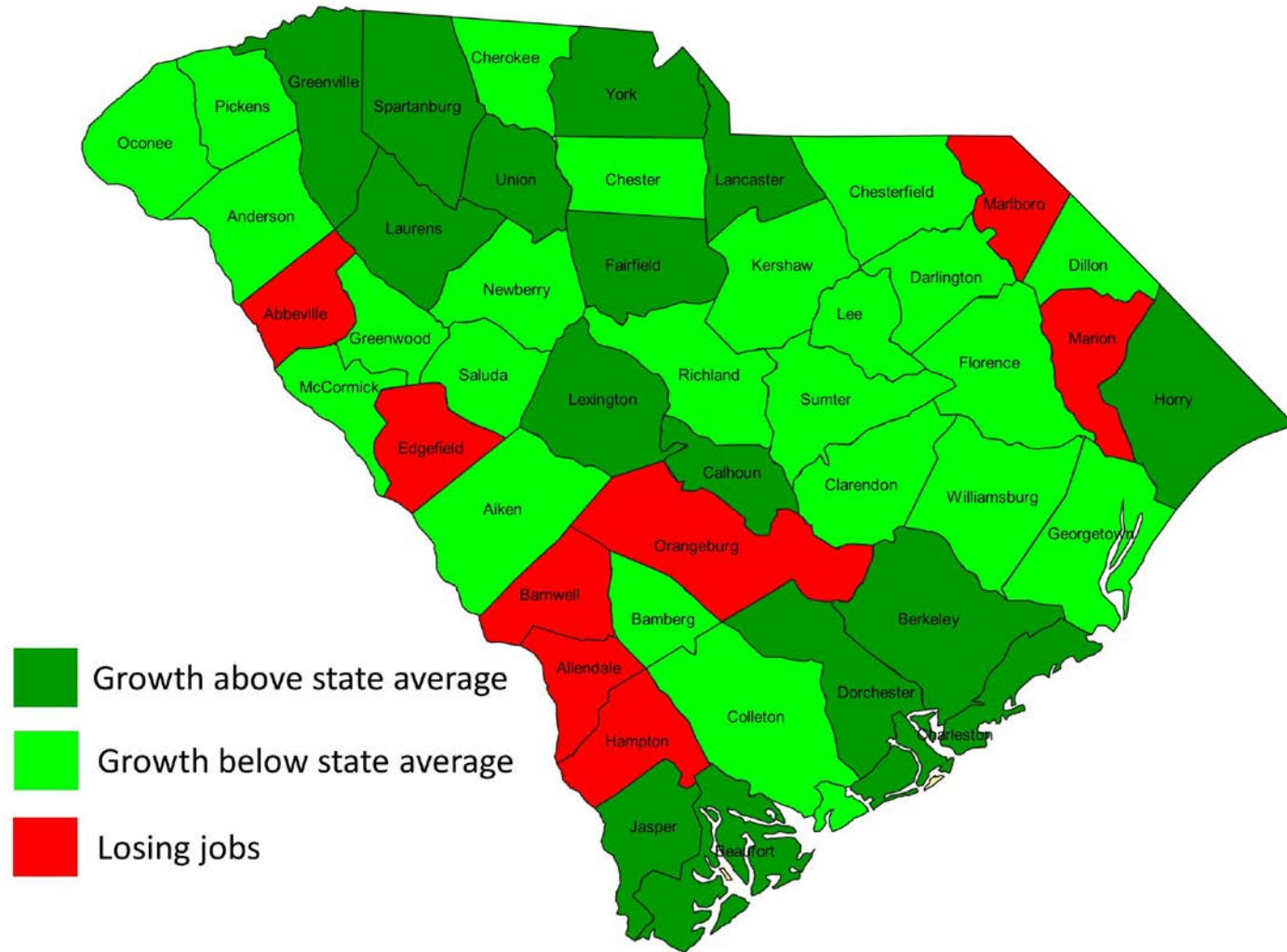
USA Nonfarm Payroll Employment

94 Straight Months of Employment Growth-Since September 2010

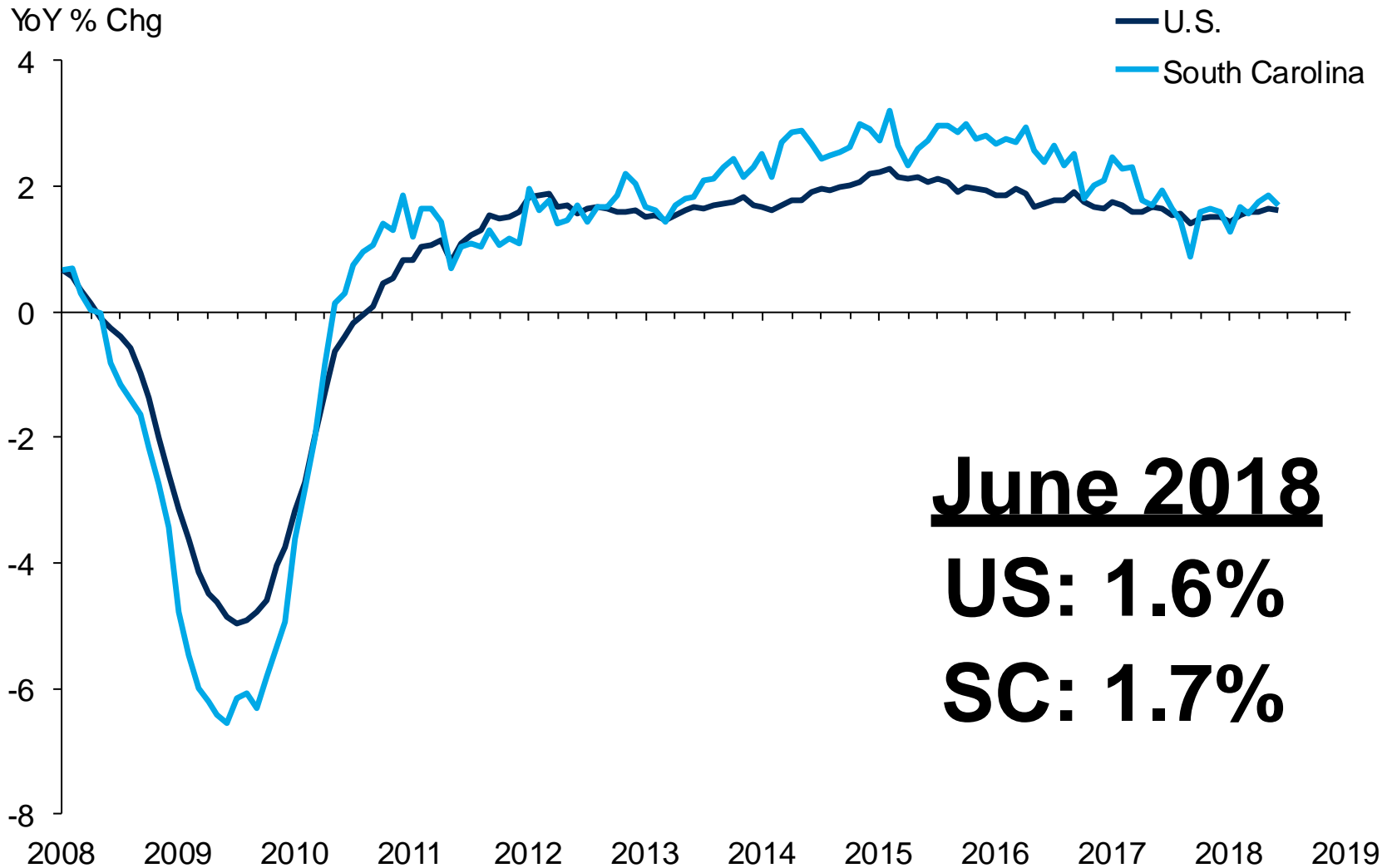


5 Year Job Growth 2012-2017

South Carolina Average 12.4%

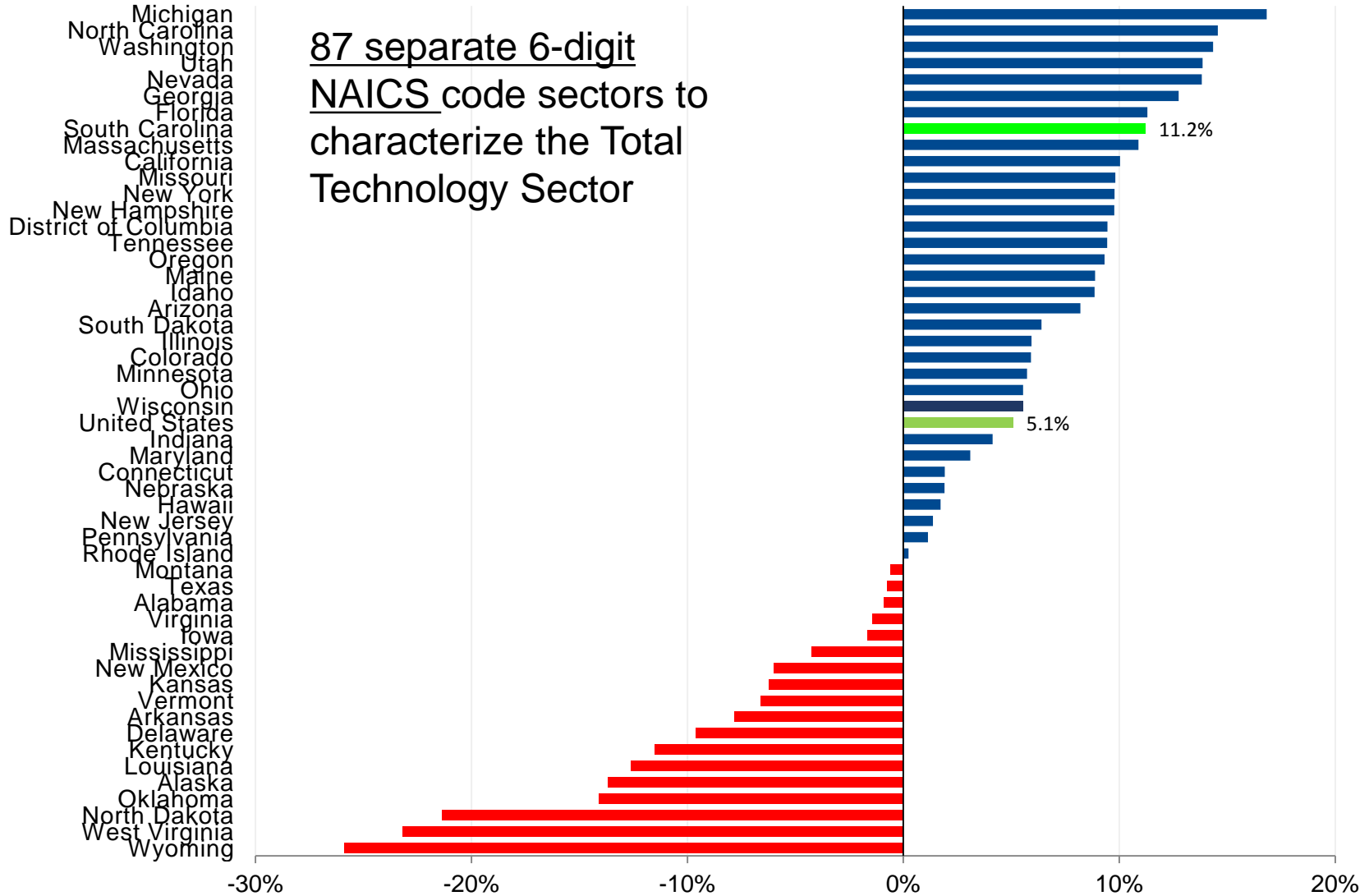


USA & South Carolina Payroll Employment

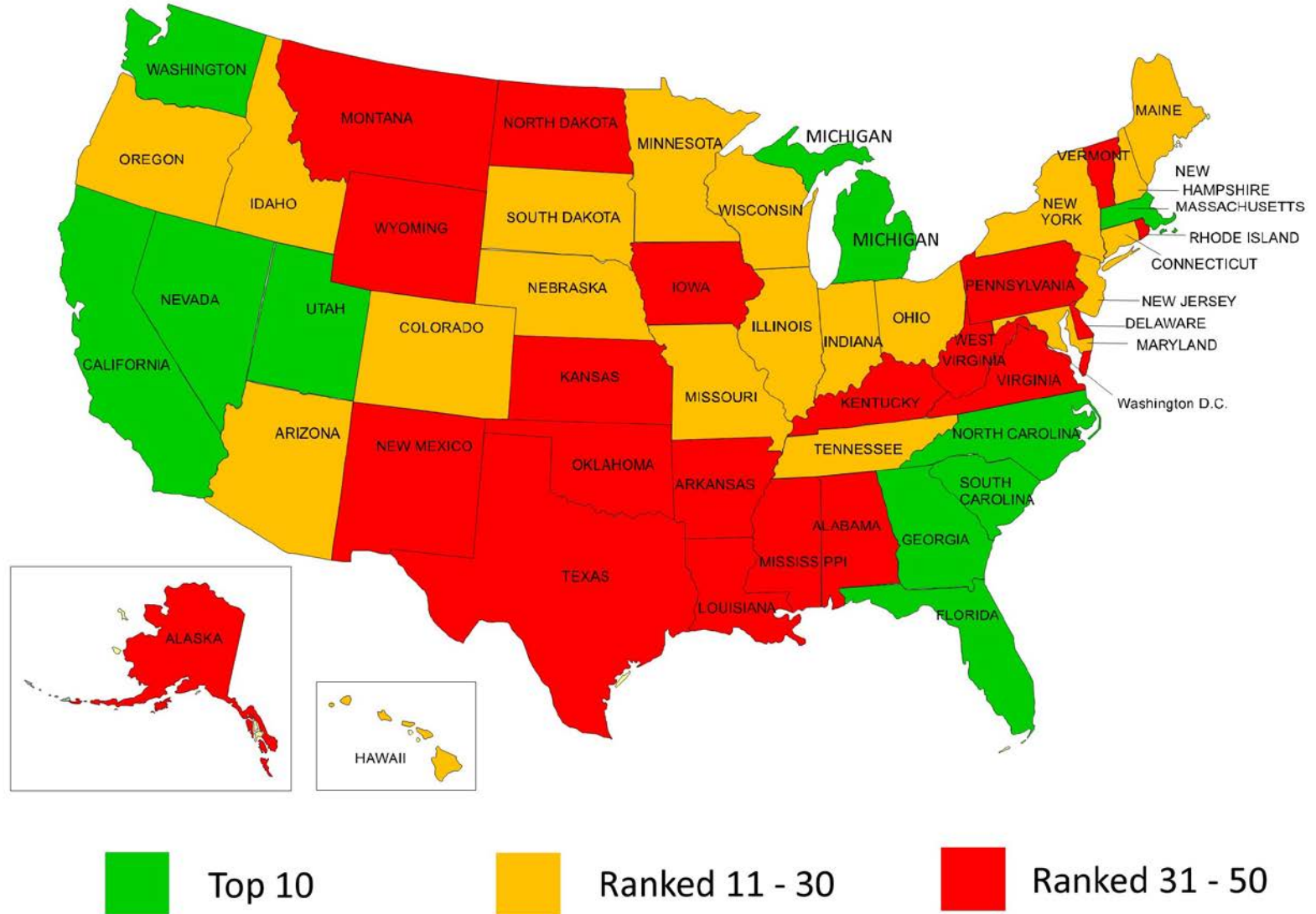


Source: Bureau of Labor Statistics/Haver Analytics

Tech Sector Employment Growth, 2012-2017



Tech Sector Employment Growth, 2012-2017



SC Ranked Compared to All States

	<u>Job Growth</u>	<u>Wage Growth</u>	<u>GDP Growth</u>
1 Year 2016 – 2017	10	18	16
5 Year 2012 – 2017	11	19	9
10 Year 2007 - 2017	12	22	19

DC is included so that all rankings are of 51 “states”

Measuring Competitiveness





Top Factors for Companies Considering New Investment

The cruel, cruel client filtering funnel- **and big data**

Biggest Moves 2017

Quality of Life from
10th to 4th

Proximity to Suppliers from
20th to 12th



what's next?

What Are the
External Trends
That Will Impact
South Carolina's
Future?



Back to 2003

LinkedIn (2003)
Facebook (2004)
YouTube (2005)
Twitter (2006)
iPhone (2007)
Fitbit (2007)
Dropbox (2007)
Airbnb (2008)
Kickstarter (2009)
Uber (2009)
Snapchat (2011)

Can We Agree That Change
Will Accelerate?



Back to 2003

But also think...

LinkedIn (2003)

Facebook (2004)

YouTube (2005)

Twitter (2006)

iPhone (2007)

Fitbit (2007)

Dropbox (2007)

Airbnb (2008)

Kickstarter (2009)

Uber (2009)

Snapchat (2011)

Apps

Big Screen TVs

Blogs

Foodies

Organic Food

Reality TV

Selfies

Tattoos

Texting

Wikipedia

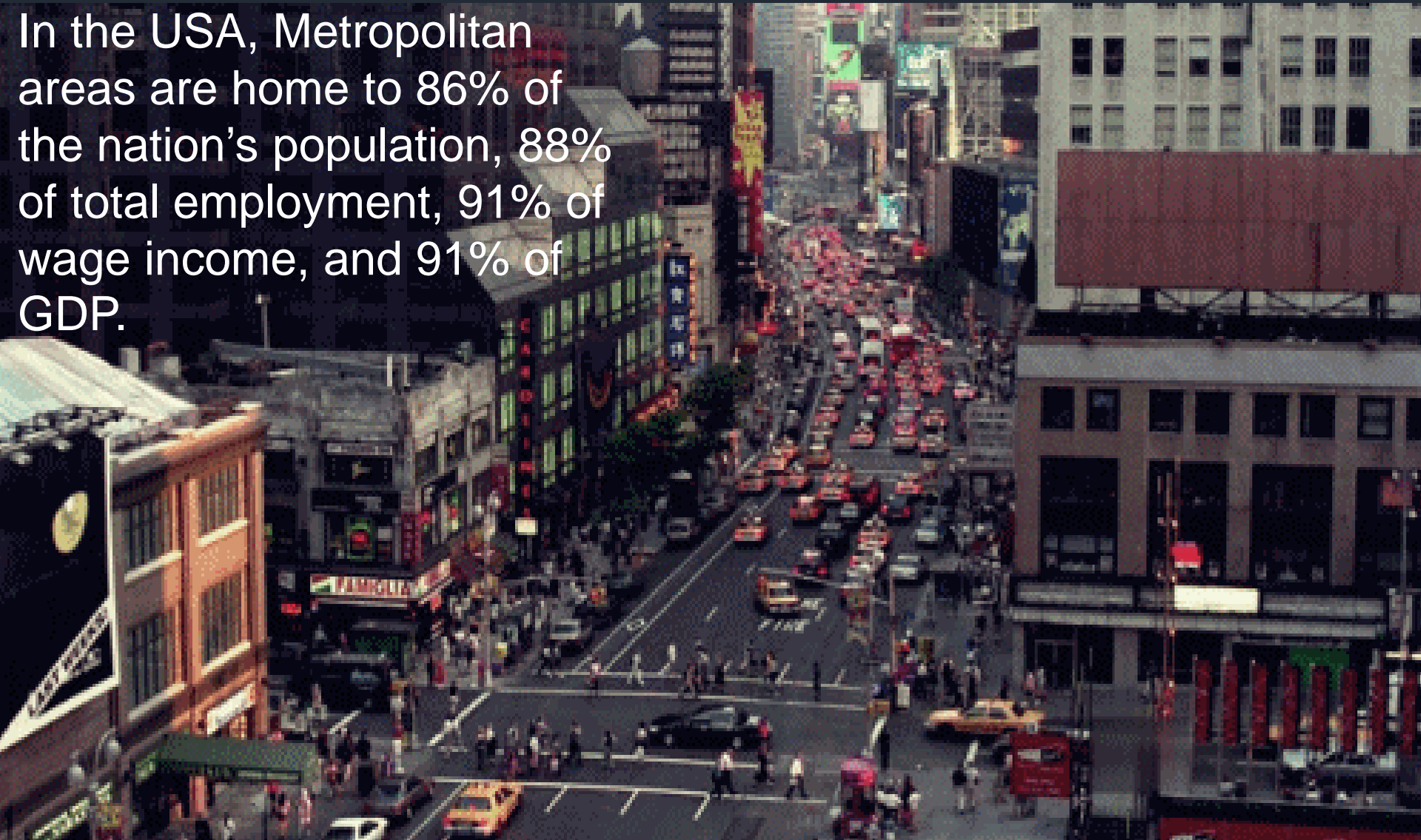
YouTube

People, Wealth and Jobs Continue to Concentrate with Fewer Winners

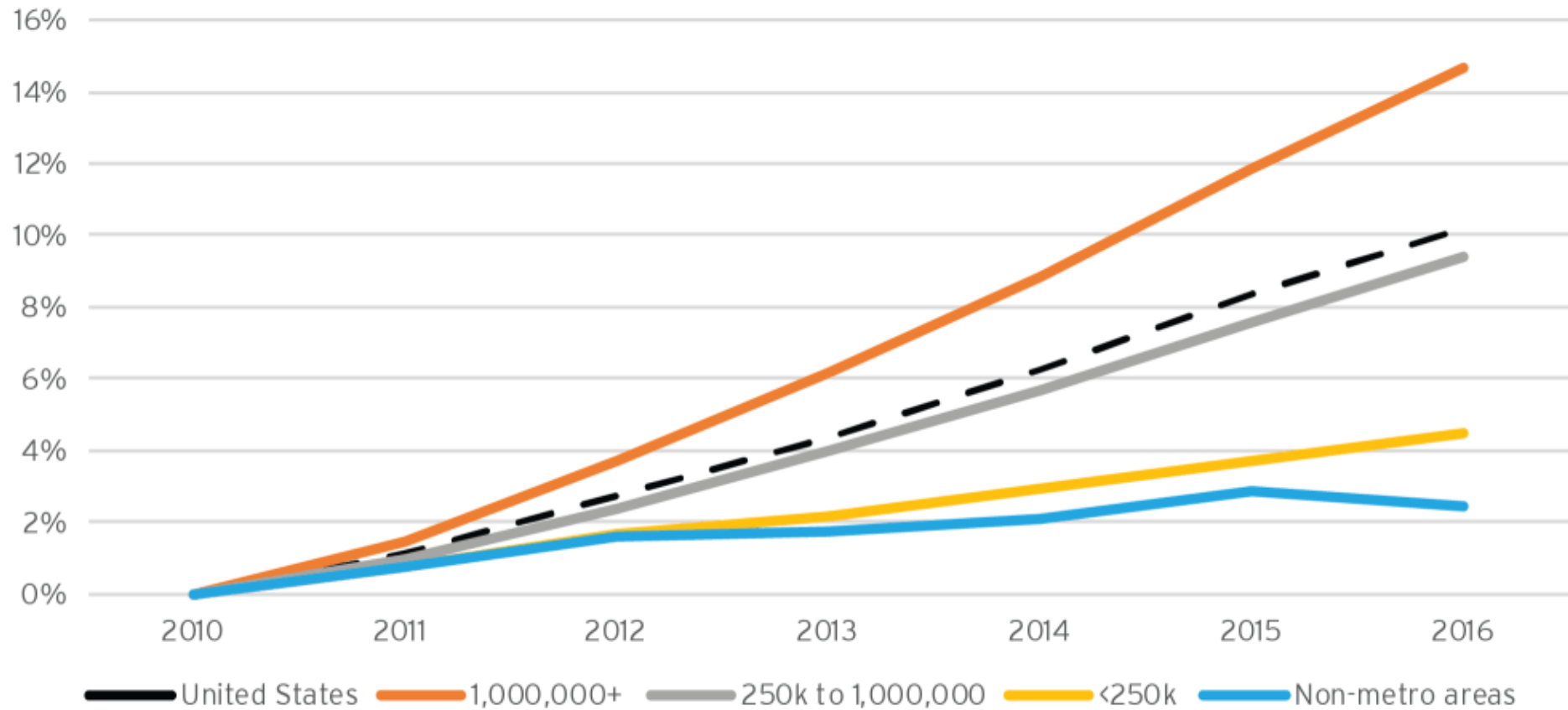


The Urban Advantage is Growing

In the USA, Metropolitan areas are home to 86% of the nation's population, 88% of total employment, 91% of wage income, and 91% of GDP.



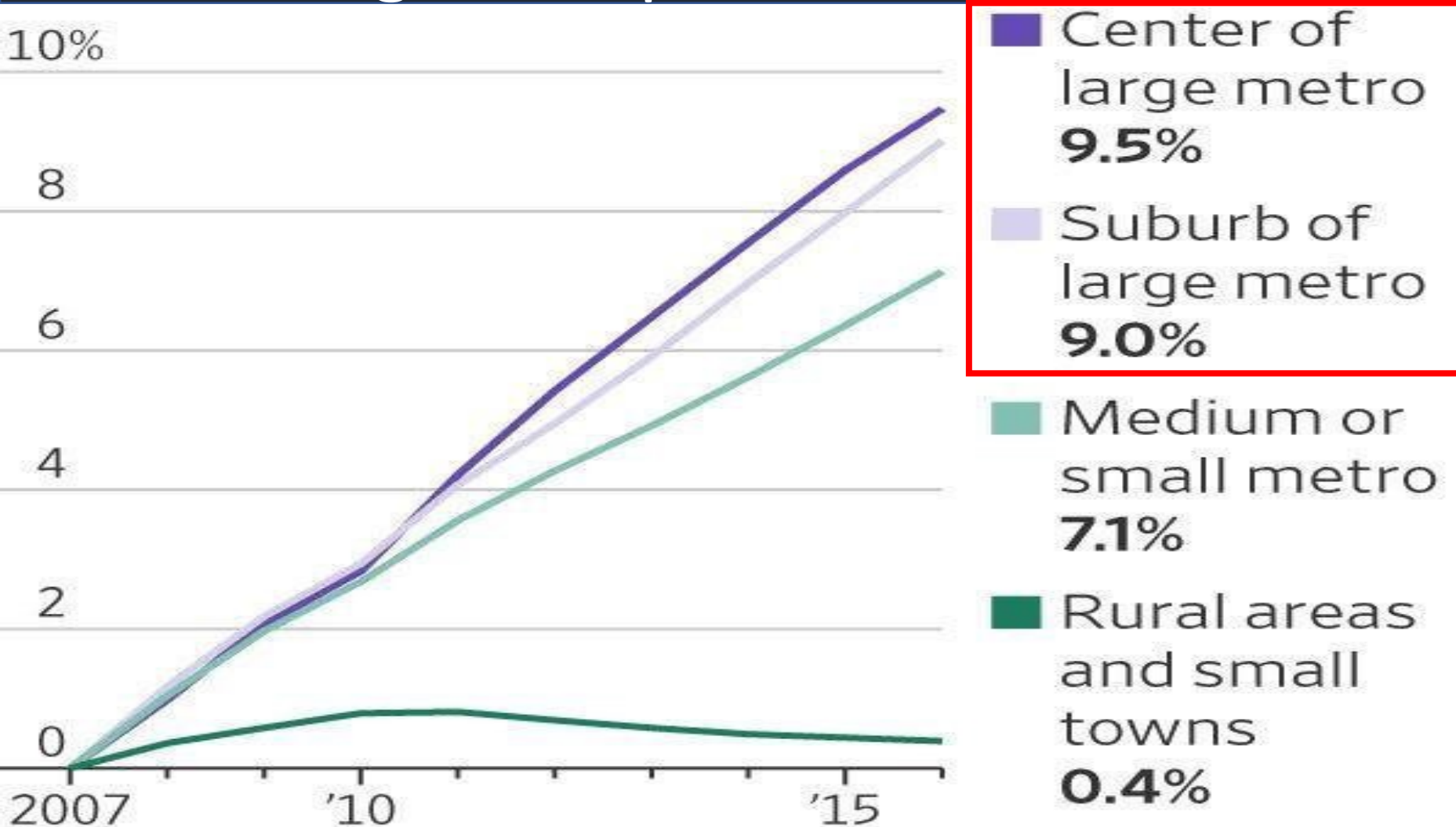
Percentage Employment Growth Since 2010



Source: Brookings analysis of Moody's Analytics data

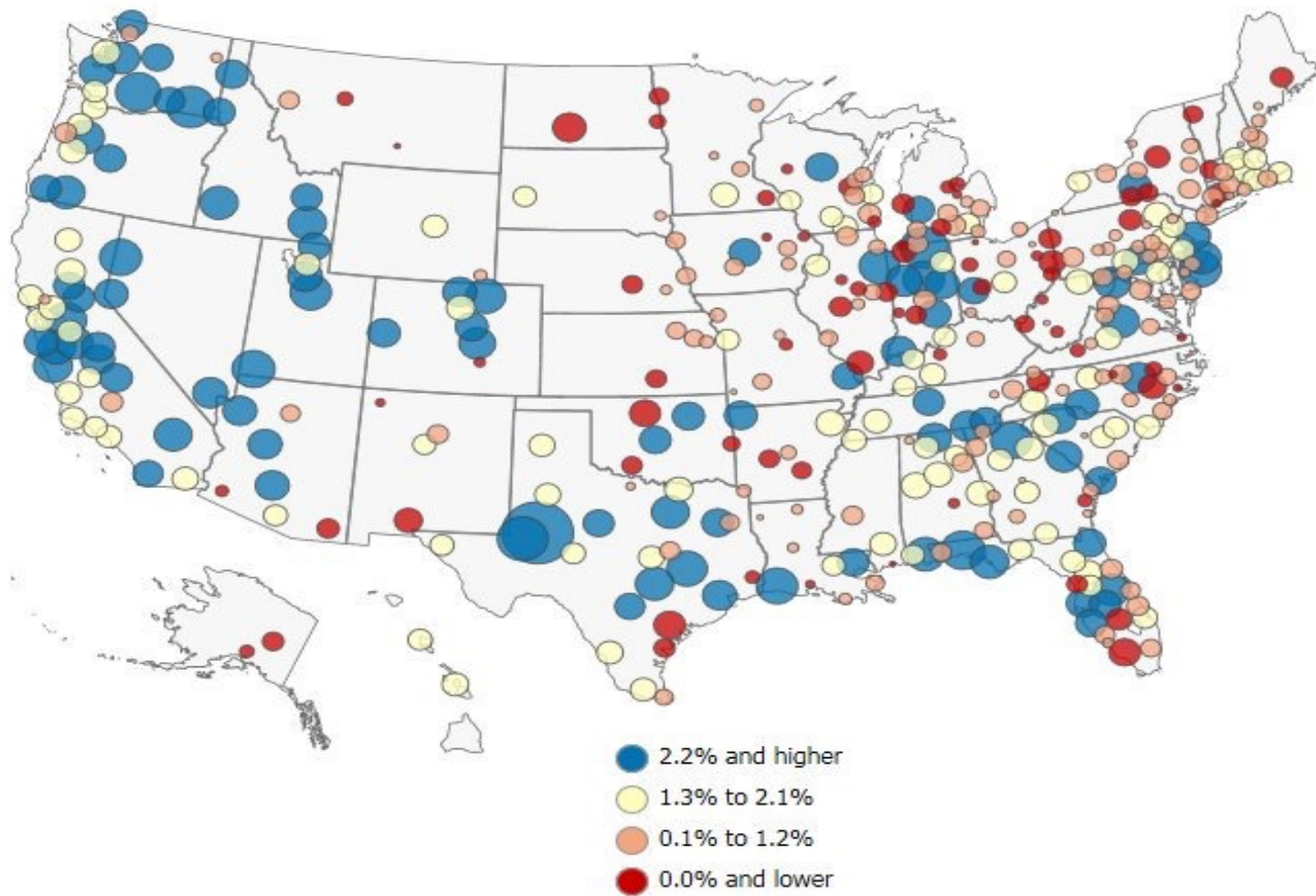
B | Metropolitan Policy Program
at BROOKINGS

Change in Population 2007-2016



Source: Census Bureau

12-month percentage change in metropolitan area employment, April 2017 to April 2018



Hover over a metro area to see data.
Hover over legend items to see metro areas in a category.
Source: U.S. Bureau of Labor Statistics.

Size and Scale Do Matter

Employment Growth June 2017-June 2018

- South Carolina + 36,300
- Charleston + 8,200
- Greenville + 8,000

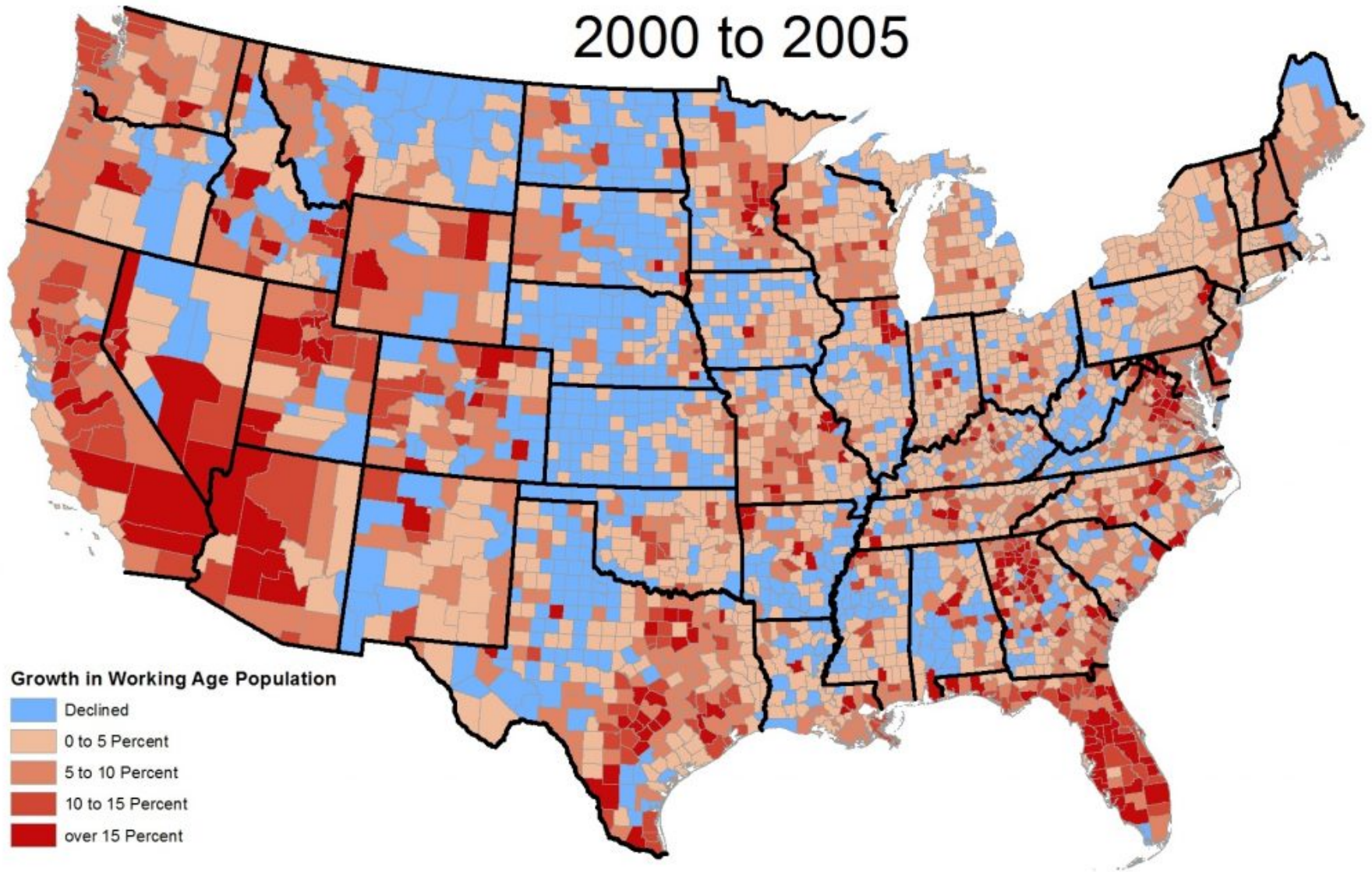
- New York +117,400
- Dallas +109,400
- Houston + 94,600
- Los Angeles + 83,400
- Phoenix + 61,400
- Seattle + 60,300

-
- Atlanta + 49,000
 - Riverside + 45,800
 - Orlando + 44,100
 - Austin + 35,700
 - Charlotte + 31,200
 - Baltimore + 21,500
 - Detroit + 16,800



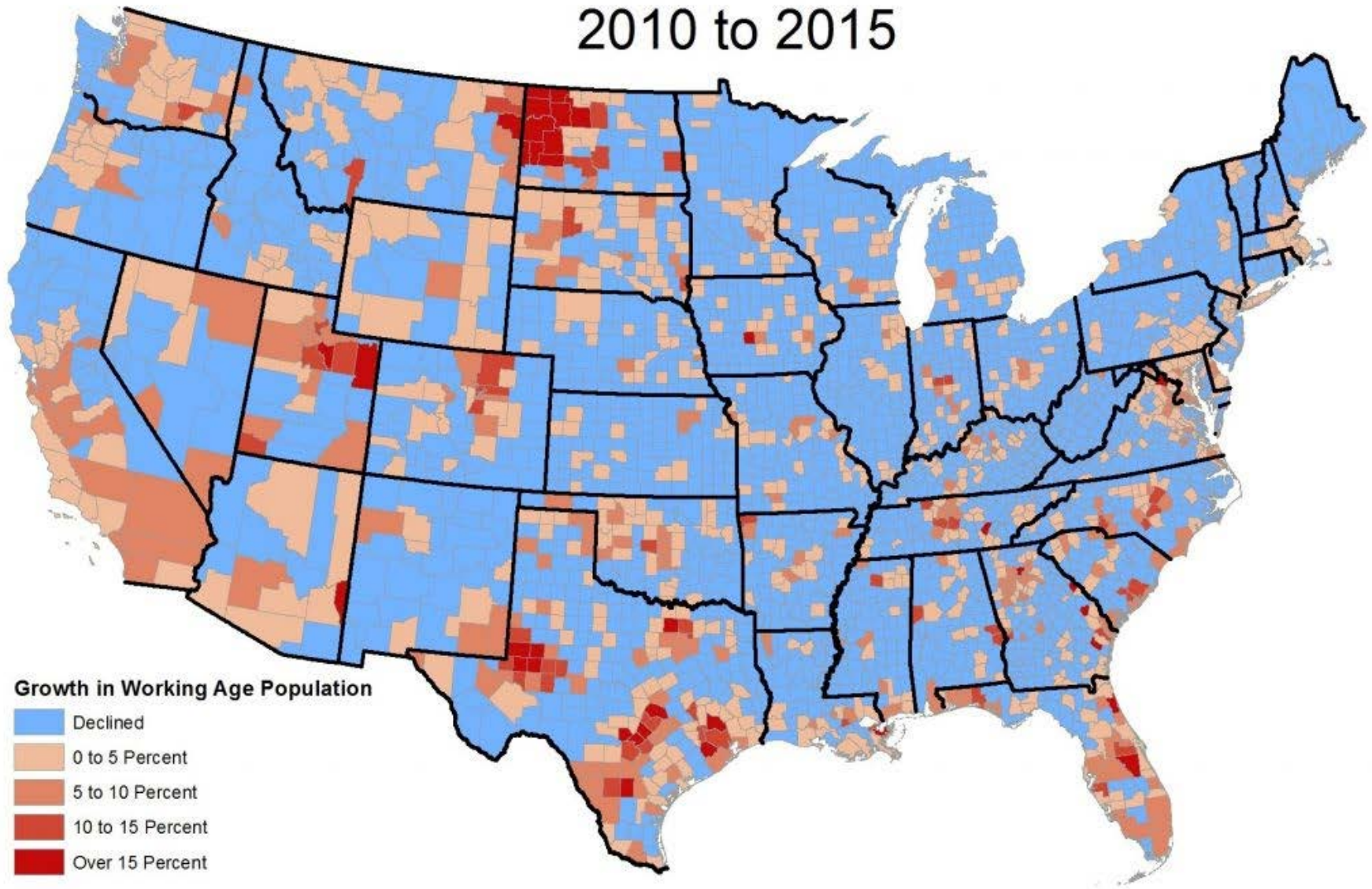
Strong Workforce Growth Across the Country

2000 to 2005



Workforce Growth Concentrates

2010 to 2015

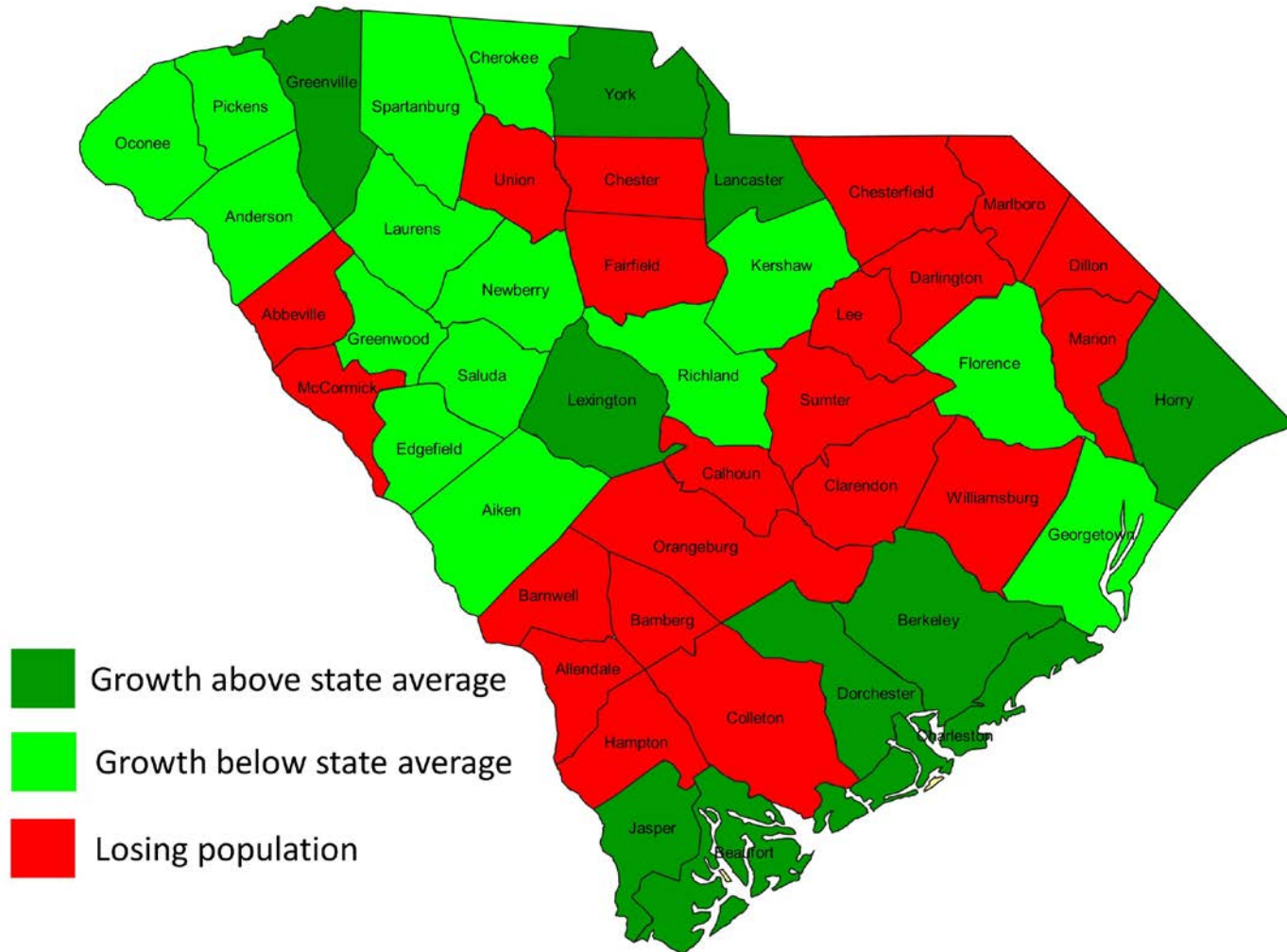


Growth in Working Age Population

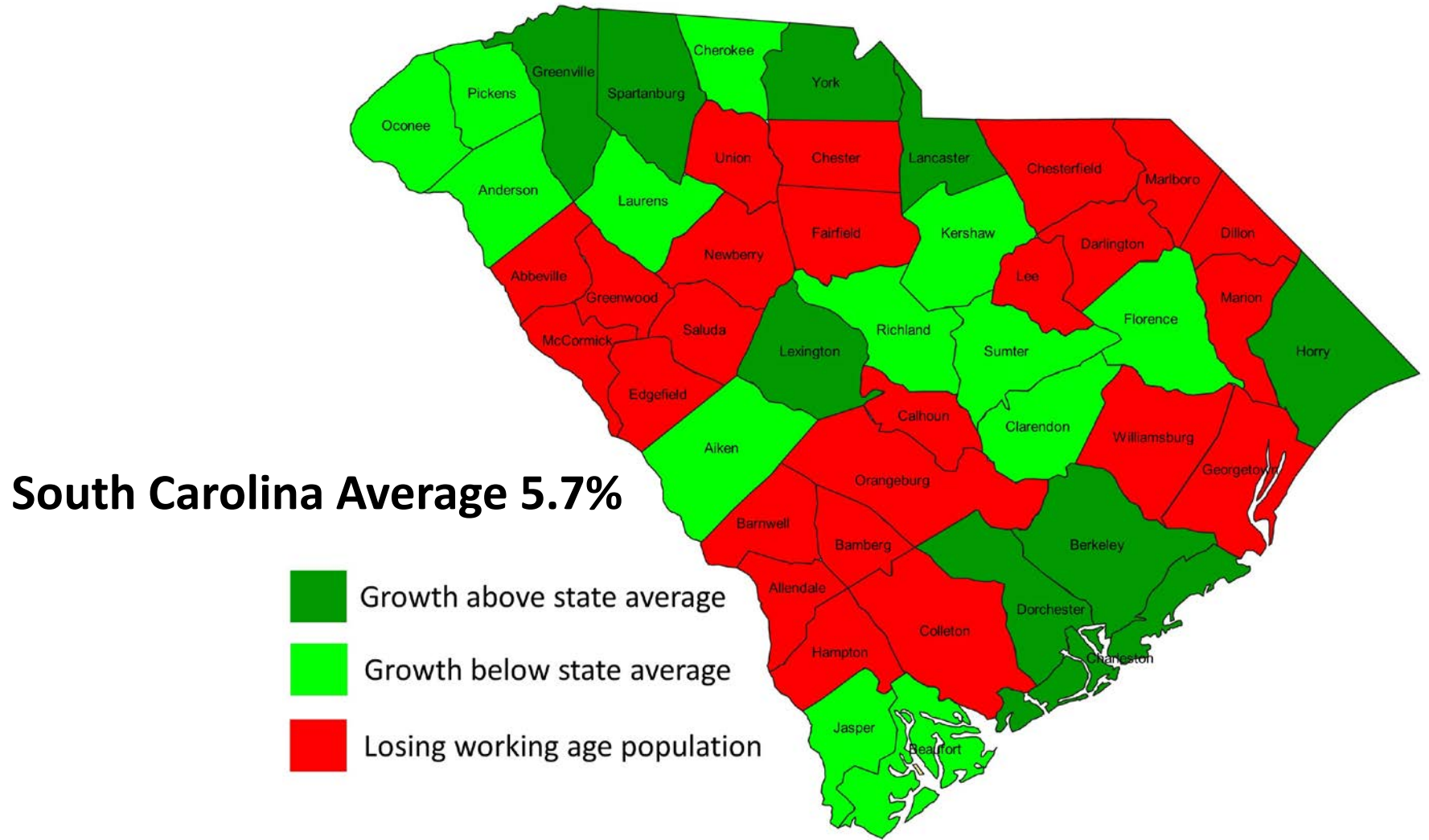


5 Year Population Growth 2012-2017

South Carolina Average 6.2%



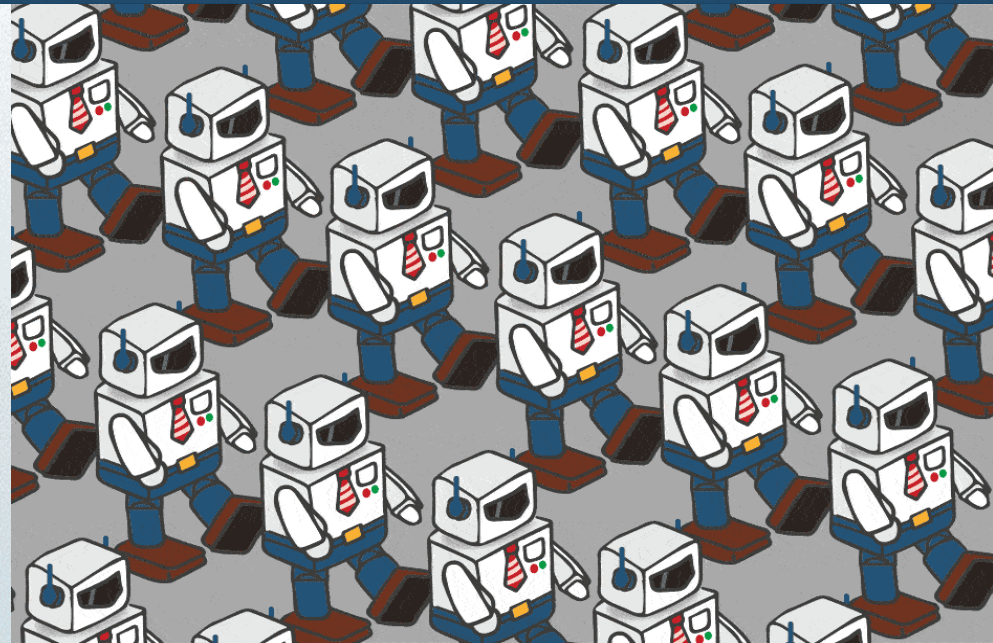
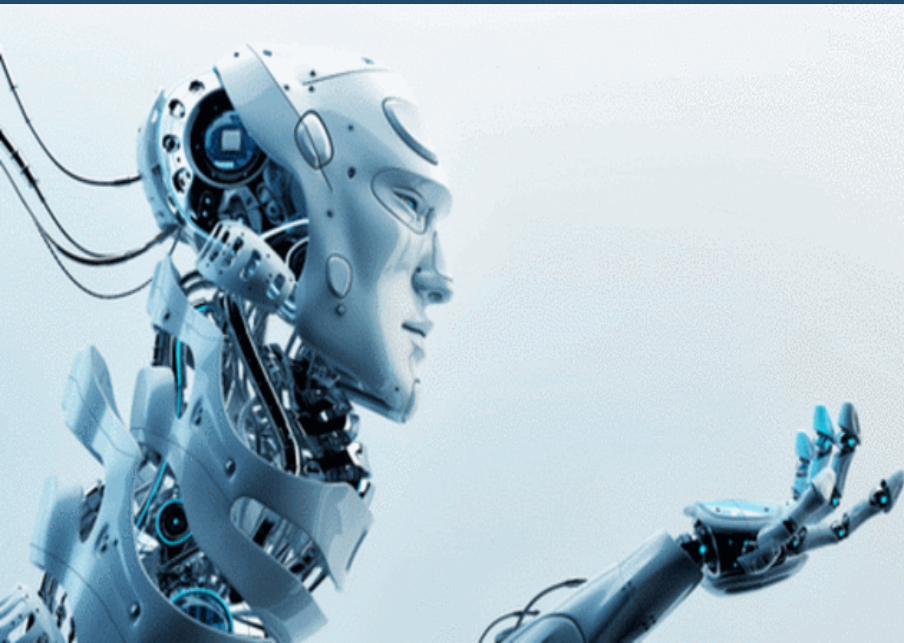
5 Year Change in Working Age Population Ages 25 – 44 2012 - 2017



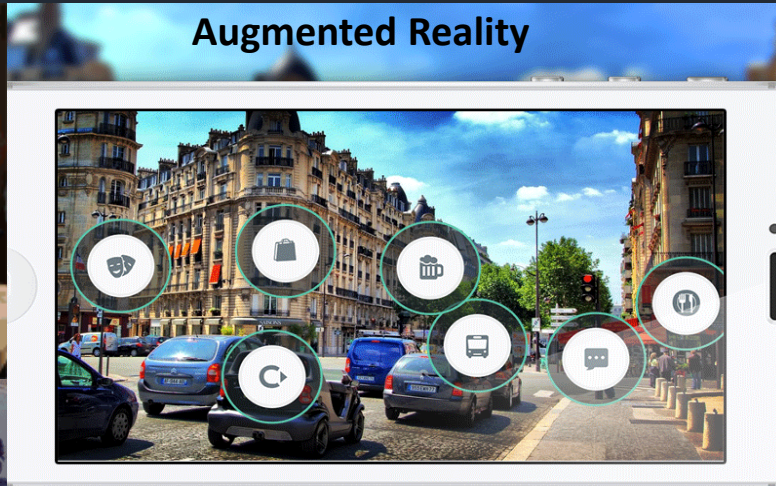
Technological Disruption

DISRUPTIVE INNOVATION

How Prepared Are Professionals For Technology Displacement



The Next Big Things-Technological



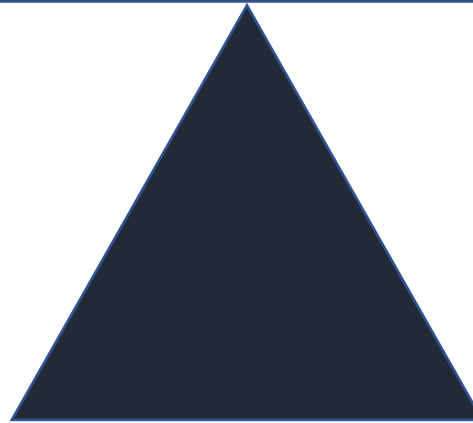
Quantitative and Qualitative Challenges



The Workforce Supply-Demand Balance

Automation, robotics
and the possible loss of
jobs and need for labor

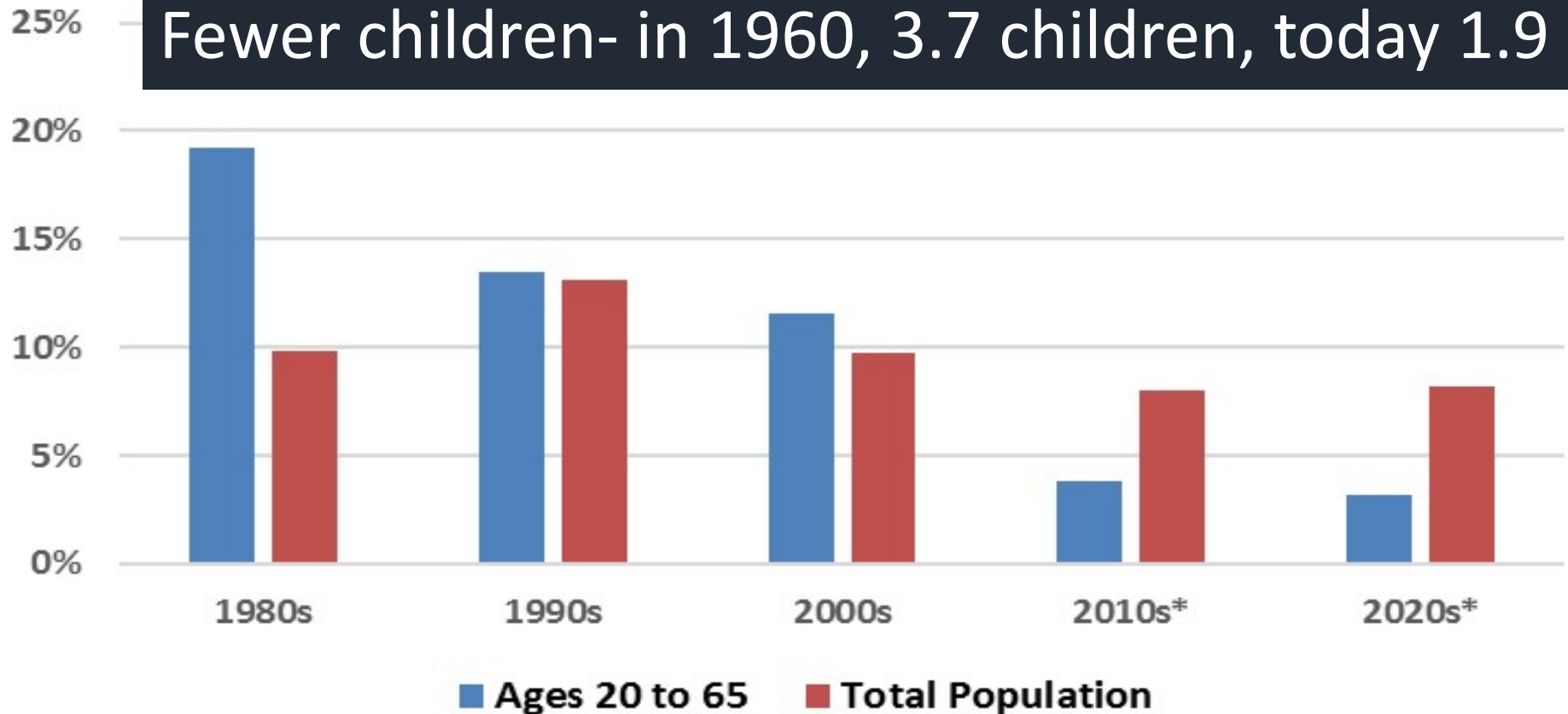
Slowing birthrates,
aging baby boomers,
declining participation
rates, immigration
debates



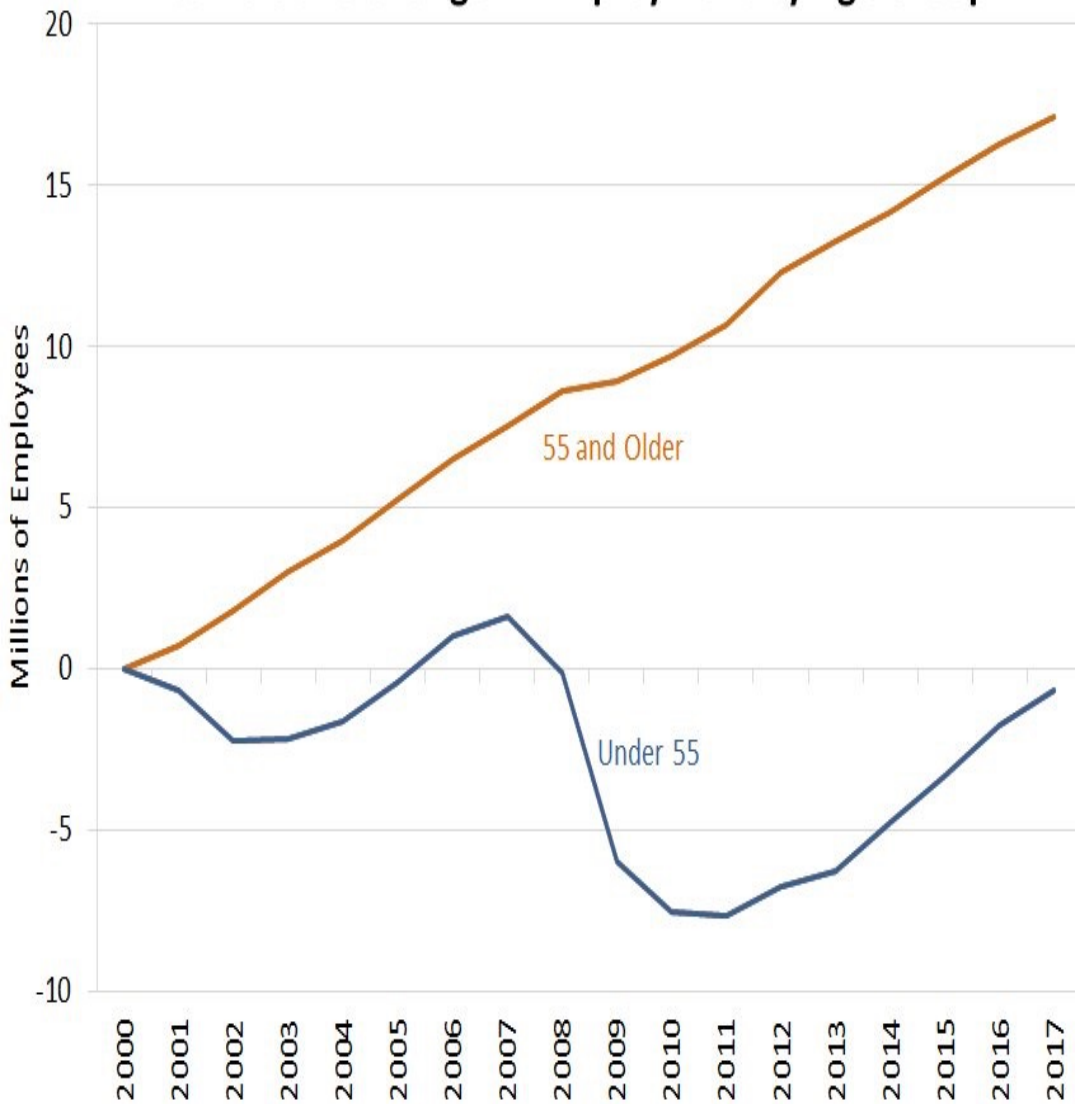
USA Workforce Growth Slows

Percentage Change in U.S. Population

Fewer children- in 1960, 3.7 children, today 1.9

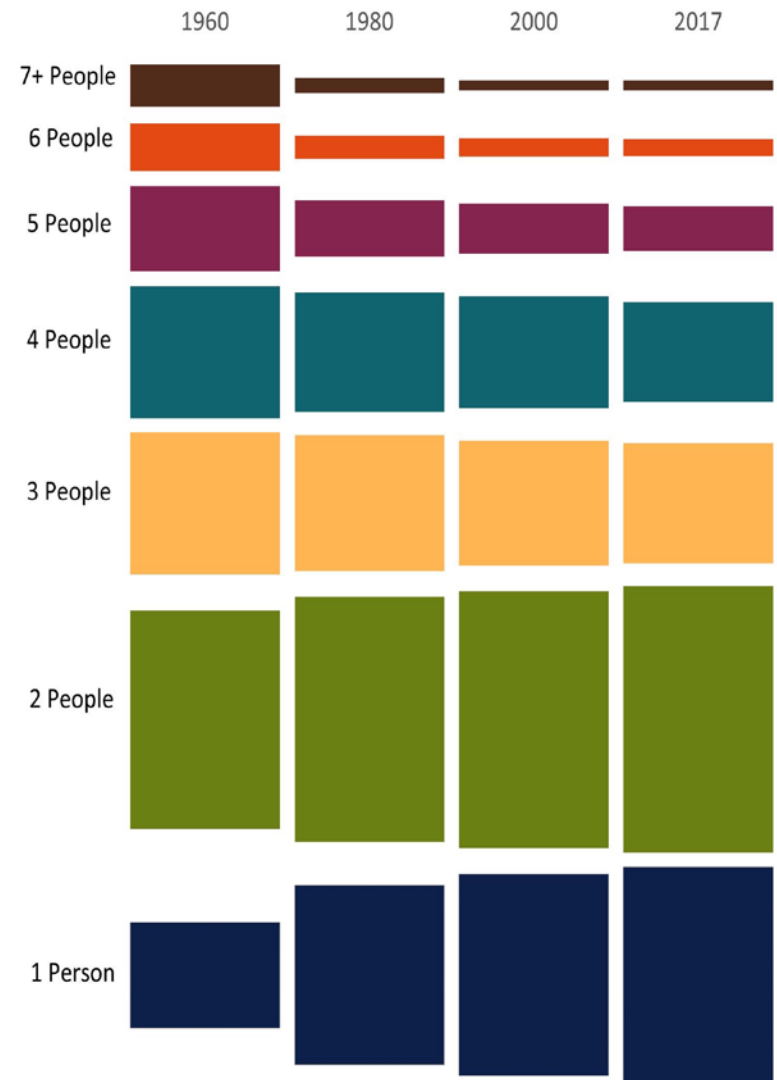


Cumulative Change in Employment by Age Group



SOURCE: Bureau of Labor Statistics.

Proportions of US Household Sizes 1960 - 2017

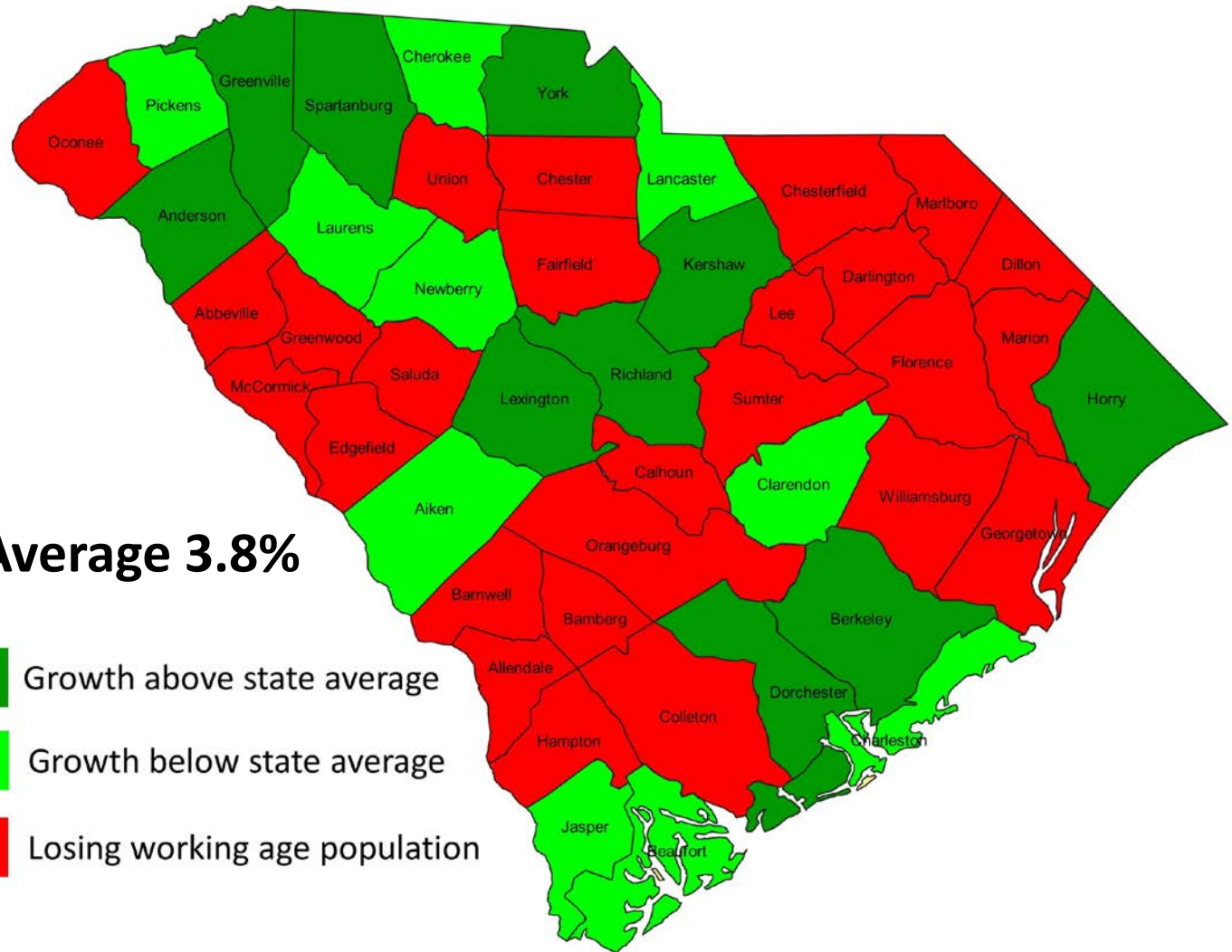


Source: US Census Bureau




Projected Change in Working Age Population

Ages 25 – 44

2017 - 2027



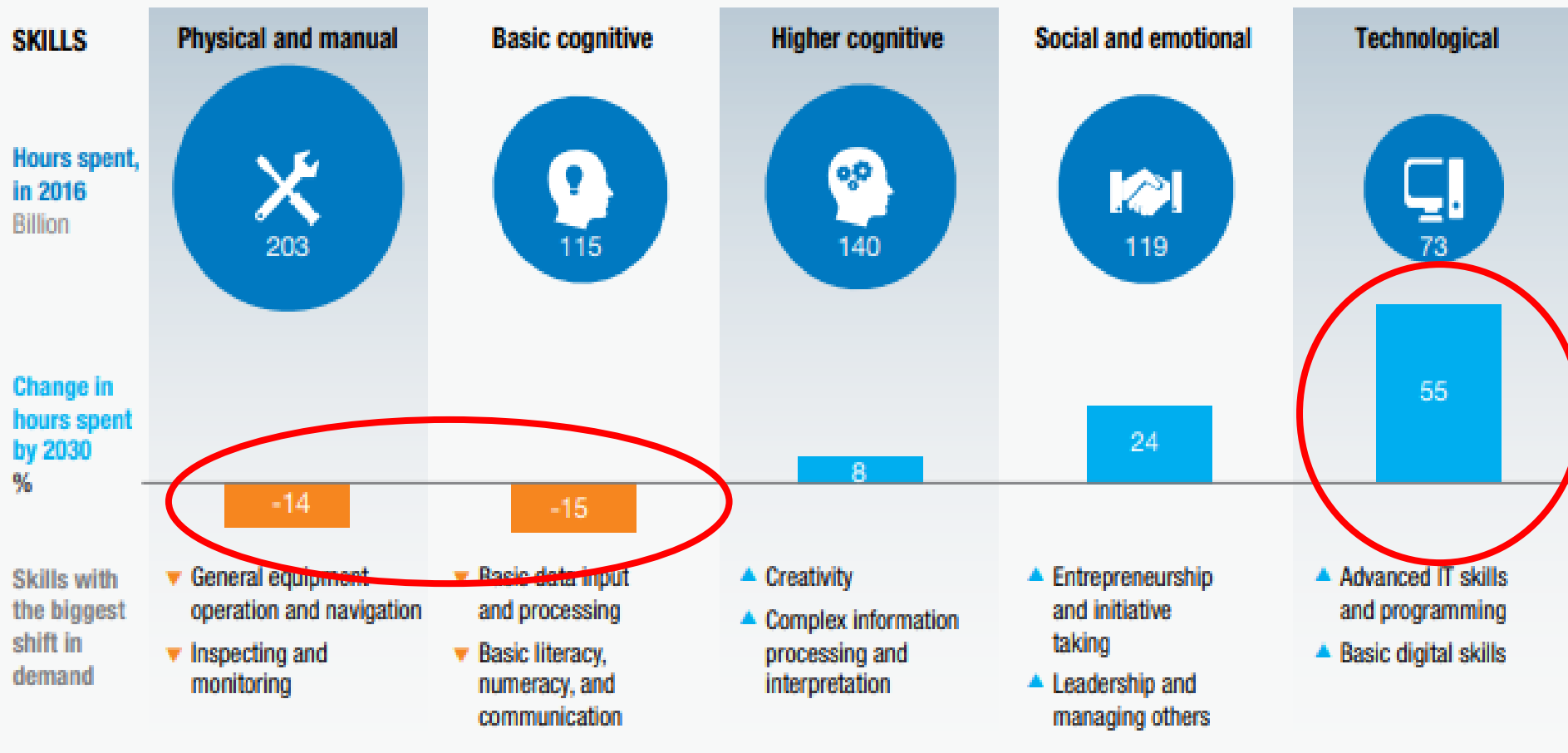
South Carolina Average 3.8%

-  Growth above state average
-  Growth below state average
-  Losing working age population

How is Technology Impacting Skill Demands?

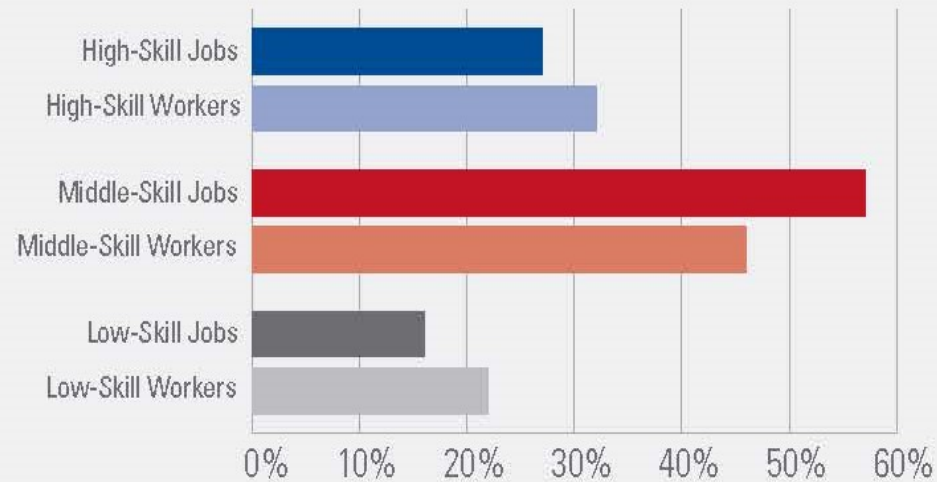
Automation and AI will change the skills needed in the workforce

Total is for United States and 14 Western European countries



Demand for middle-skills is strong and better meeting that demand in targeted industries is the best immediate growth strategy. (57% of jobs)

Jobs and Workers by Skill Level, South Carolina, 2015



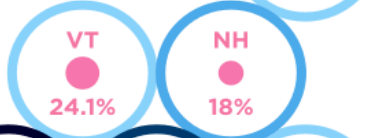
Source: NSC analysis of Bureau of Labor Statistics Occupational Employment Statistics by State, May 2015 and American Community Survey data, 2015.

A Middle-Skill Gap

Middle-skill jobs account for 57 percent of South Carolina's labor market, but only 46 percent of the state's workers are trained to the middle-skill level.



How Much States Rely on Foreign Trade

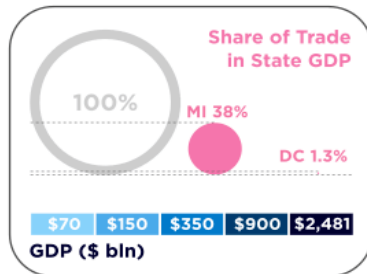
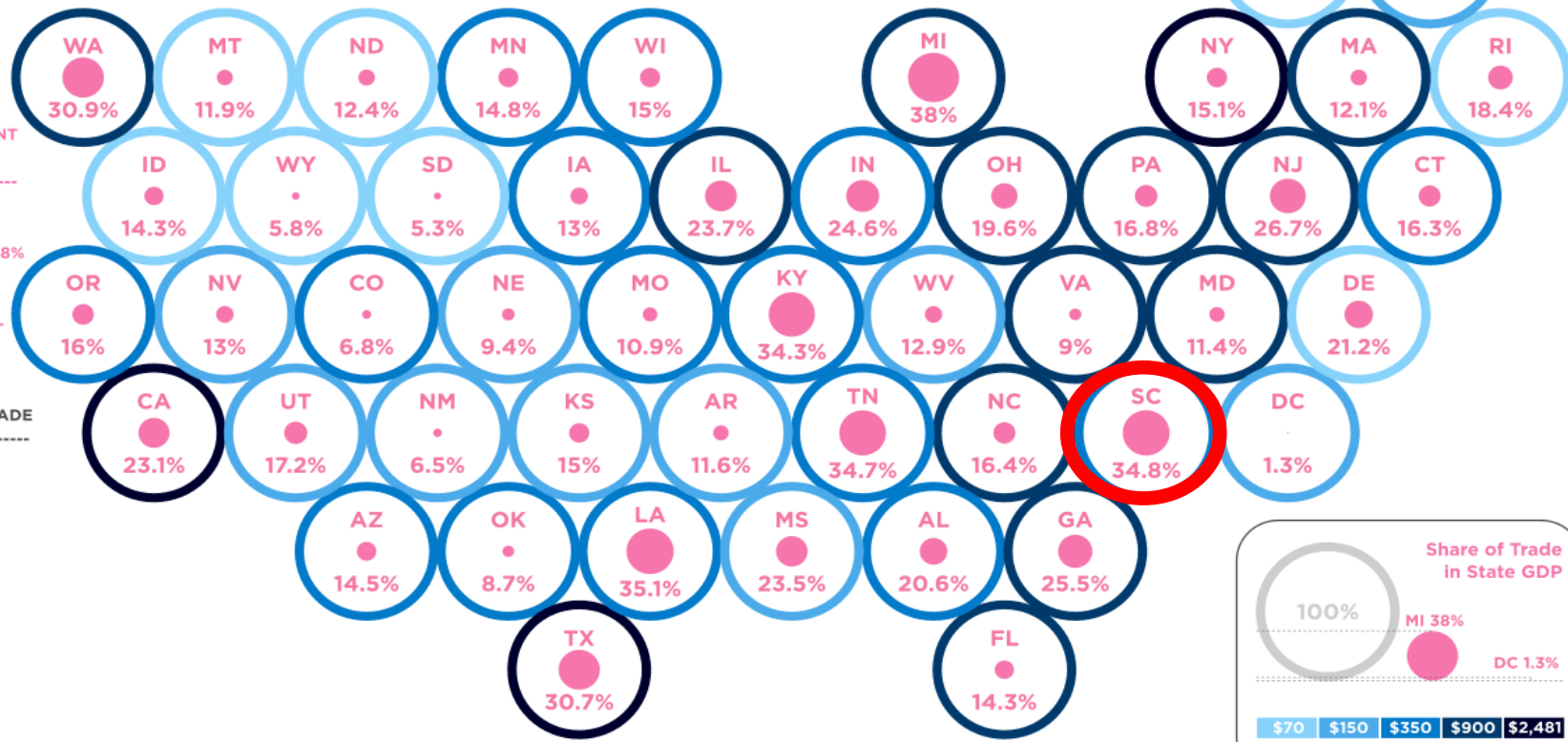


TOP 5 STATES MOST DEPENDENT ON FOREIGN TRADE

1. MICHIGAN 38%
2. LOUISIANA 35.1%
3. SOUTH CAROLINA 34.8%
4. TENNESSEE 34.7%
5. KENTUCKY 34.3%

TOP 5 STATES WITH LARGEST VOLUME IN FOREIGN TRADE

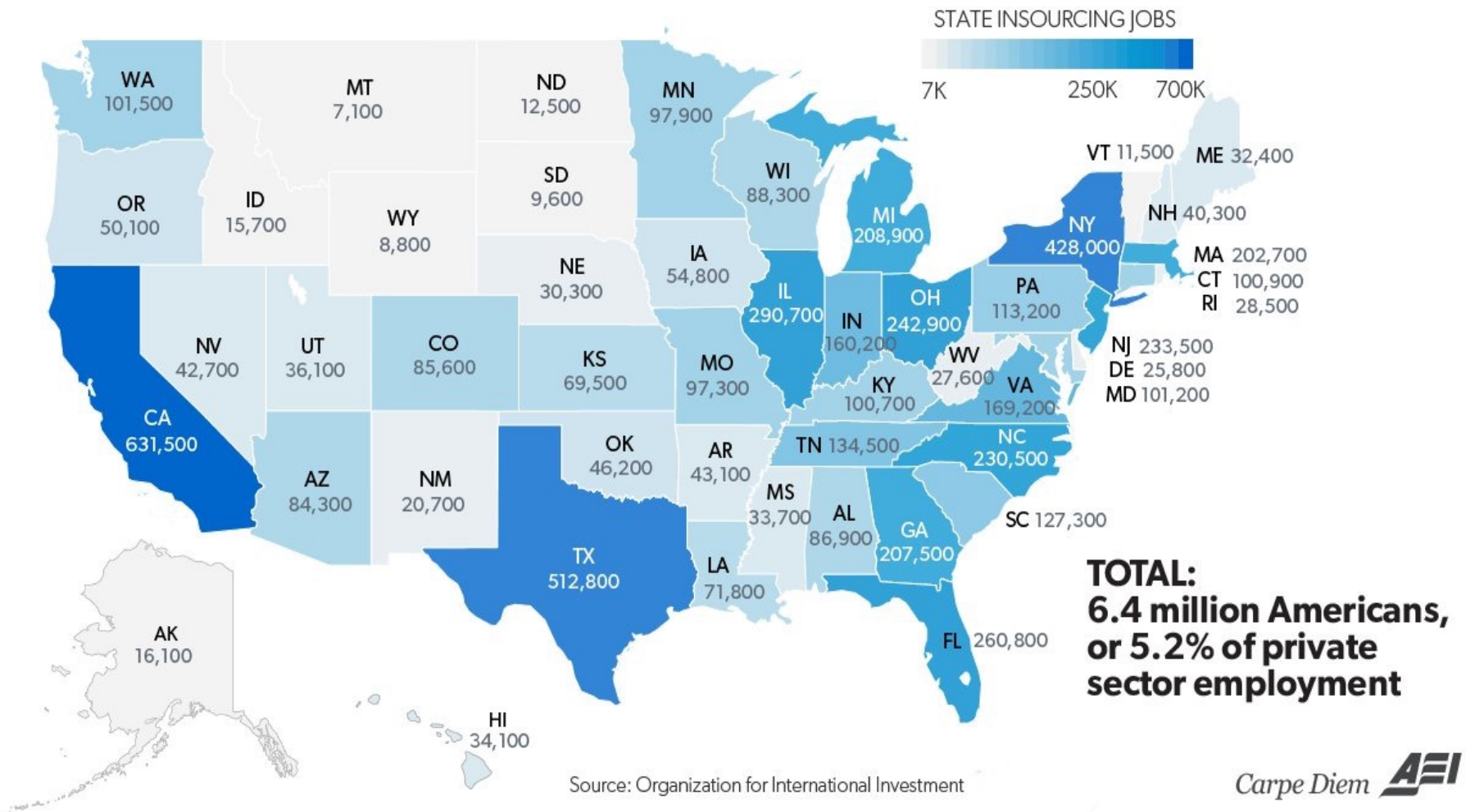
1. CALIFORNIA \$573.6B
2. TEXAS \$500.3B
3. NEW YORK \$216.2B
4. ILLINOIS \$184.5B
5. MICHIGAN \$178.1B



Sources & Article:
 GDP by State - <https://www.bea.gov>
 State Trade Data - <https://www.census.gov>
<https://howmuch.net/articles/trade-dependency-to-gdp-by-state>

howmuch.net

Americans Employed by Foreign Companies (2014)



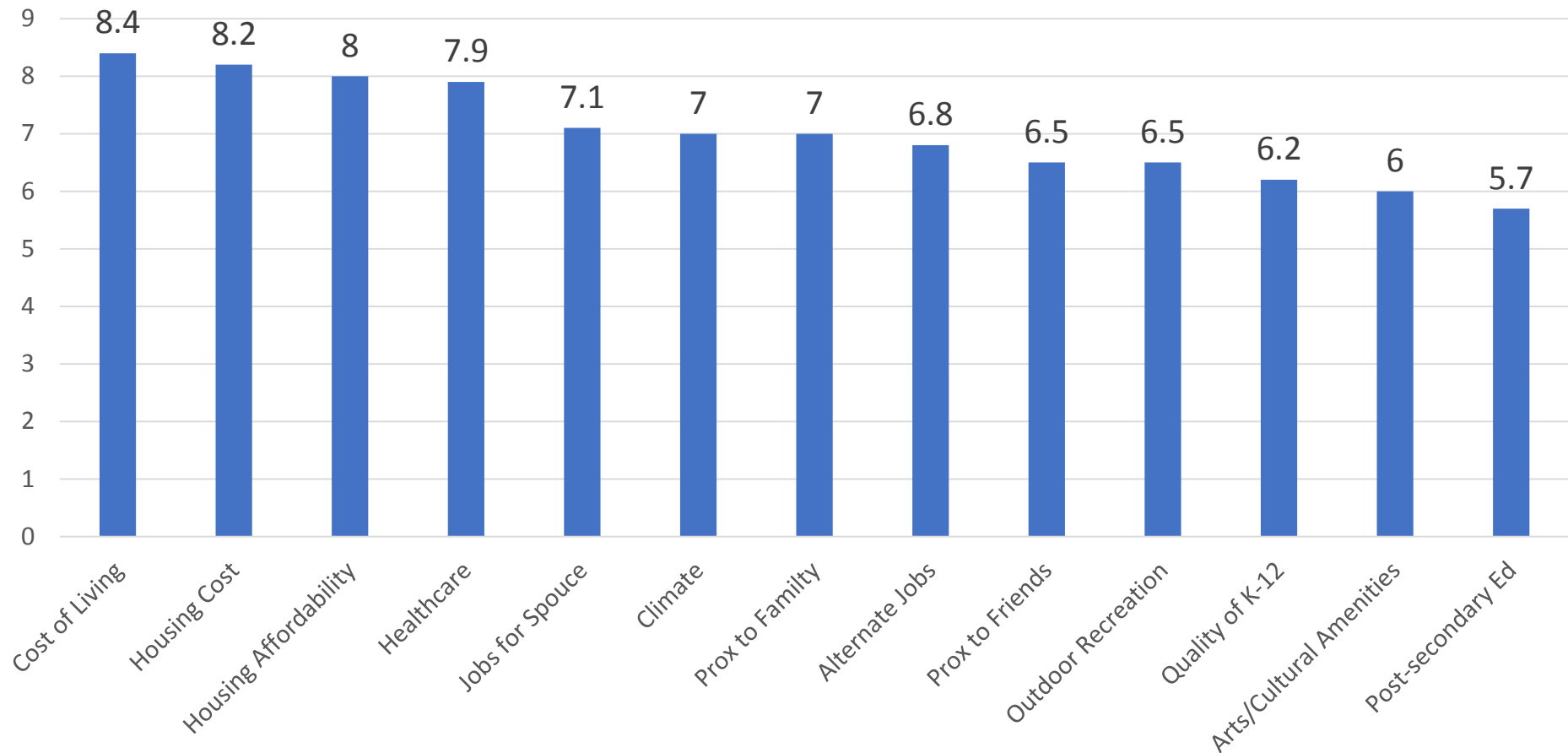
Talent Attraction



How would **you** make a decision about where to live and work?

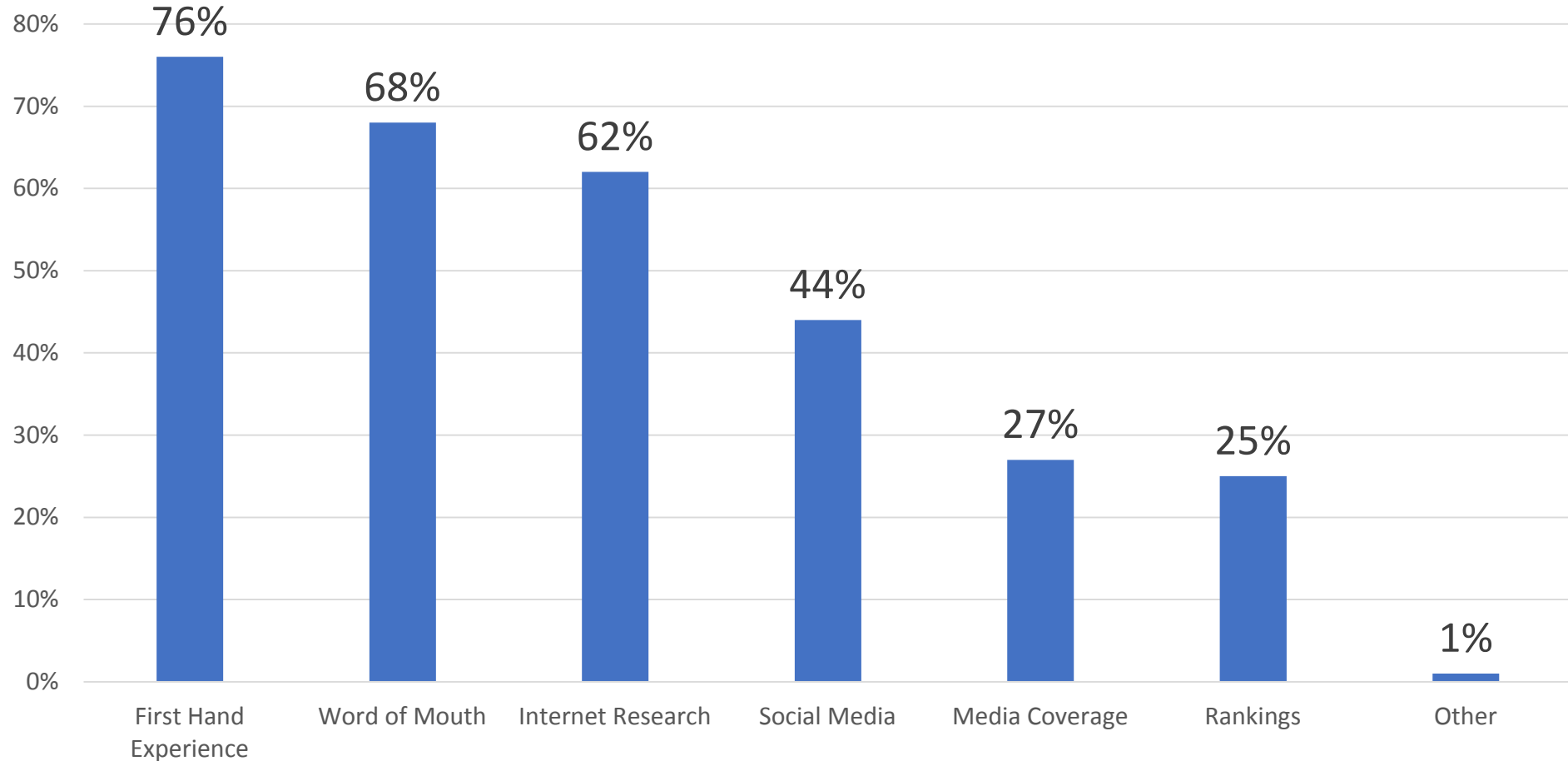
The Most Important Factors Behind Relocation Decisions

Most Important



How Impressions of Communities are Formed

How Impressions Formed



Placemaking



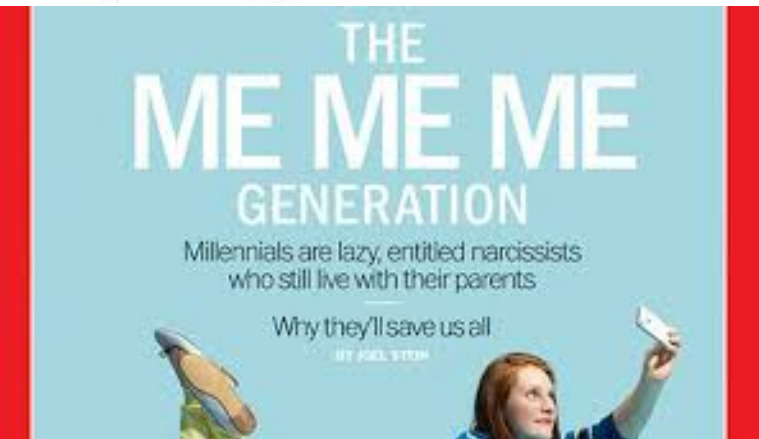
Millennials *and* Housing





Millennials are Different

- More educated
- More diverse
- Digital natives
- Later marriages
- Low fertility rates
- Lower home ownership rates
- Strong entrepreneurial tendencies



Millennials Want Different

- High speed internet
- Open floor plan
- Gourmet kitchens
- Walk-in closets
- En suite bathrooms
- Hardwood floors
- Walk or bike to services
- Energy efficient (47% solar panels)

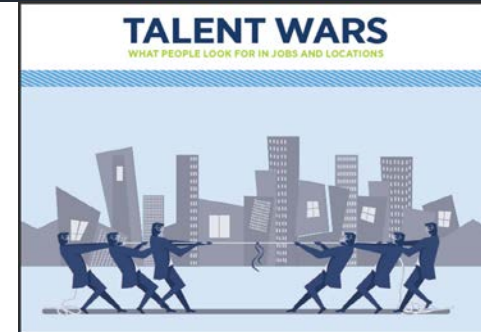


To Attract Millennials

- High speed internet
- Affordable housing options
- Entrepreneur support
- High QOL Factors
(Safety-Housing-Ed-Health)
- Distinct 3rd places
- Civic engagement
- On-line community
- Open & Accepting

Talent Wars-Trends in Workforce

- Deep Data Dives
- Certifying and Quantifying Credentials
- Sector Strategies
- Upskilling Existing Workers
- Raising Public Awareness
- Talent Incentives
- Prioritizing Placemaking



SO
WHAT?

National Competitiveness Issues On the Rise

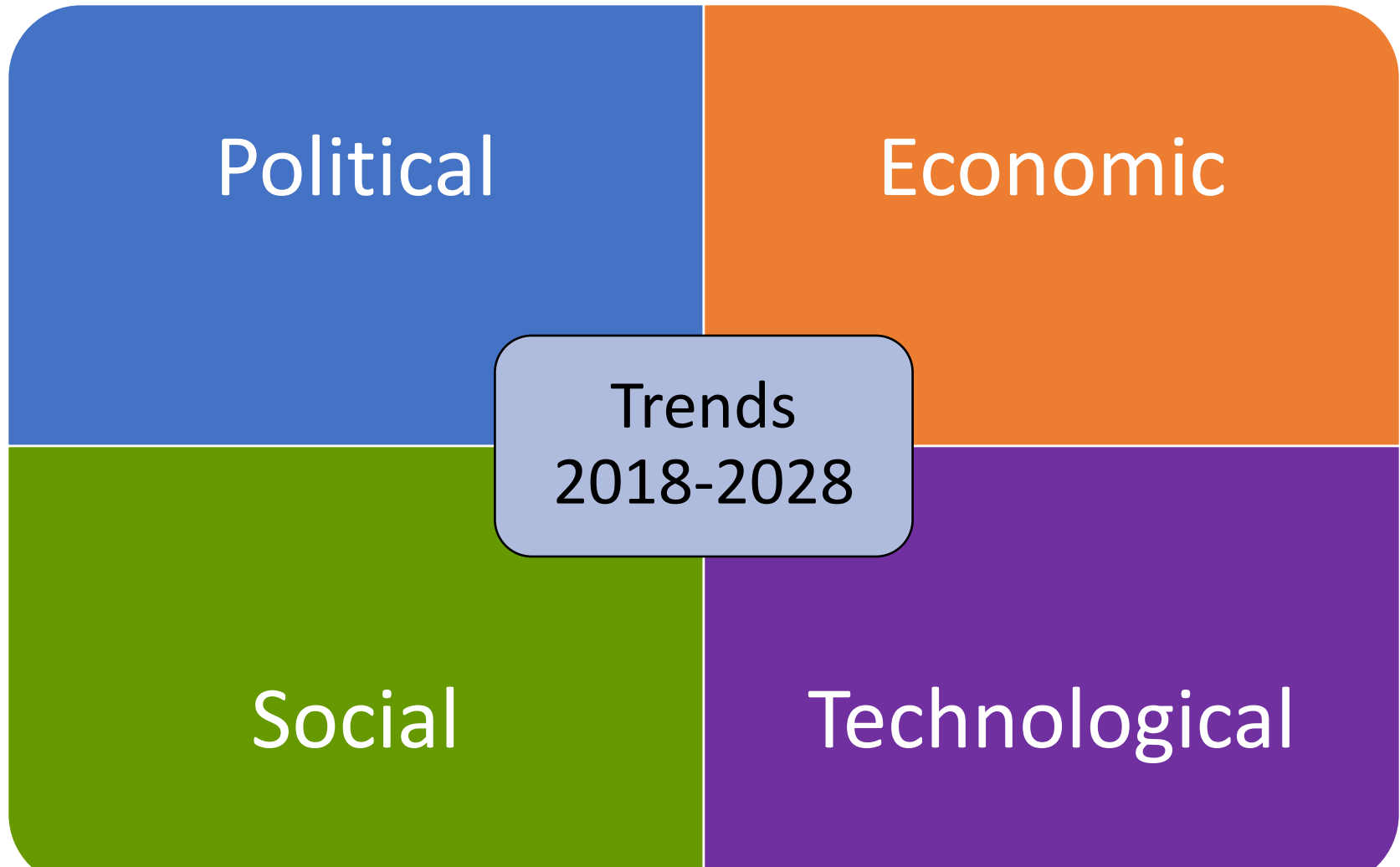
- Urban-rural, technology disruption, placemaking and lack of skilled workers are the top issues, but..

On the Rise

- The lack of entrepreneurial dynamism
- Funding infrastructure
- Local government fiscal sustainability
- Healthcare math
- For economic development: analytics, supply chain, FDI/Global engagement, BRE, risk capital & sub-state strategies



What Do You See as The Trends for the Next 10 Years?

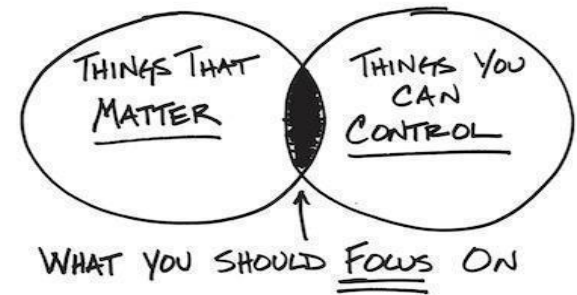


Think of one social, political, technological, or economic 10-year prediction for South Carolina.

www.econleadership.com

HELLO
my name is

CHANGE



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*"Leadership and learning are indispensable to each other."
John F. Kennedy*



ted@econleadership.com

