

The Shortcut Series: The Power of Community



WHAT IS COMMUNITY?

COMMUNITY

THERE ARE MANY DEFINITIONS OF COMMUNITY BUT FOR OUR CONVERSATION TODAY WE WILL FOCUS ON GROUPS OF PEOPLE THAT ARE ALIGN IN THREE PRIMARY AREAS:

- COMMUNITY OF SHARED VALUE & PASSION
- REGIONAL COMMUNITY
- CULTURAL COMMUNITY



**HOW DO YOU
WANT TO BE A
PART OF YOUR
COMMUNITIES?**



COMMUNITY: SHARED PASSIONS & VALUES

YOUR CHOSEN COMMUNITY

PURSUING YOUR PASSION AND EXPANDING YOUR VALUES

WHAT IS IT THAT YOU LOVE TO DO?
NOT SURE?

WELL, WHAT HAVE YOU ALWAYS
WANTED TO TRY?

TYING YOUR PASSIONS INTO YOUR
COMMUNITY IS ONE OF THE BEST
WAYS TO LEARN MORE ABOUT
YOURSELF, WHAT YOU ARE GOOD AT
AND WHERE YOU WANT TO PUT YOUR
EFFORTS.



YOUR CHOSEN COMMUNITY

WHERE MIGHT YOU FIND YOUR COMMUNITY?

SOCIAL PLATFORMS

- MEET UP, FACEBOOK EVENTS

UNIVERSITY CLUBS

- OFFICIAL AND NON-OFFICIAL

PAY-FOR ORGANIZED OUTLETS

- WELLNESS AND DANCE CENTERS,
KARATE CLASSES, GYM MEMBERSH

NON-PROFIT GROUPS

- SKY IS THE LIMIT ON TYPES AND
NEEDS

* EXISTING FRIENDS & NETWORK



STAY POSITIVE

POSITIVE EXPERIENCES ALLOW INDIVIDUALS TO FEEL MORE CONNECTED TO THEIR ENVIRONMENT AND THE PEOPLE IN IT. FURTHER, THE CONNECTION THAT COMES WITH BEING IN A COMMUNITY CAN ACT AS A SUPPORT SYSTEM FOR MEMBERS WHEN THEY REQUIRE ENCOURAGEMENT OR HELP.

POSITIVE COMMUNITIES ARE GROUPS THAT INSPIRE THEIR MEMBERS IN WAYS THAT PROMOTE A SENSE OF SELF-DISCOVERY AND GROUP CONNECTION, ENCOURAGE MEMBERS TO EXPRESS THEIR BELIEFS AND VALUES AND BUILD RELATIONSHIPS WITH OTHERS.



Excessive alcohol consumption dropped from 42% in 1998 to 5% in 2016

The percentage who reported ever using cannabis dropped from 17% to 7%

Cigarette use fell from 23% to 3%

Iceland embarked on a plan to reduce teenage alcohol and drug consumption by providing more access to community sporting groups. The results of the campaign were groundbreaking.

(Young, 2017), <https://positivepsychology.com/10-traits-positive-community/>



REGIONAL COMMUNITY: WHERE WE LIVE

THE COMMUNITY AROUND YOU

KNOWING HOW TO SUPPORT YOUR CITY, AND HOW
TO MAKE YOUR CITY WORK FOR YOU

THE CITY THAT YOU LIVE IN IS A SYSTEM
THAT IS INTENDED TO PROVIDE FOR YOU.

YOU PAY TAXES EVERY TIME YOU SHOP AT A
LOCAL STORE OR BUY GAS, YOUR TRASH IS
TAKEN AWAY WEEKLY, YOUR STREETS ARE
MAINTAINED.

BUT WHAT ELSE DOES YOUR CITY OFFER
THAT MIGHT GIVE YOU INSIGHT TO YOUR
DEEPER POTENTIAL?



TIP #1

KNOW WHO OVERSEES YOUR DISTRICT

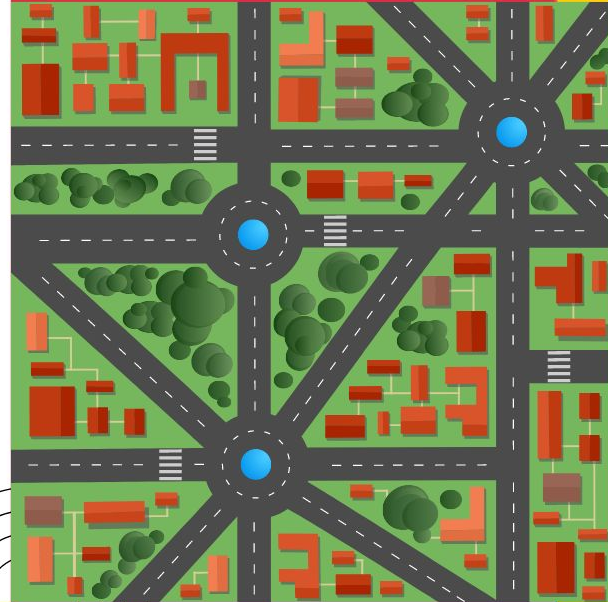
YOUR CITY IS RUN BY THE MAYOR AND YOUR DISTRICT REPRESENTATIVE ACTS AS YOUR VOICE WHEN DECISIONS ARE BEING MADE THROUGHOUT THE CITY.

IF THERE IS SOMETHING IN YOUR NEIGHBORHOOD YOU DON'T LIKE (OR DO!), IT IS IMPORTANT THAT YOU LET THEM KNOW!

*IT'S BEST TO BE SPECIFIC!

- SEE CARS FALLING INTO A BIG POT HOLE?
- DO YOU NEED NIGHT TIME LIGHTING AROUND SCHOOLS AND NEIGHBORHOODS?
- IS THERE TRASH OR GRAFFITI THAT NEEDS TO BE ADDRESSED?

YOUR CITY COUNCIL PERSON IS YOUR GO TO!



**IF YOU SEE
SOMETHING,
SAY SOMETHING.**

TIP #2

KNOW YOUR CITY, WHO LIVES IN IT AND WHAT IS HAPPENING

HOW MANY PEOPLE LIVE IN YOUR CITY?

WHAT NEW BUILDINGS ARE GOING UP AND WHERE?

WHY DOES THIS MATTER?

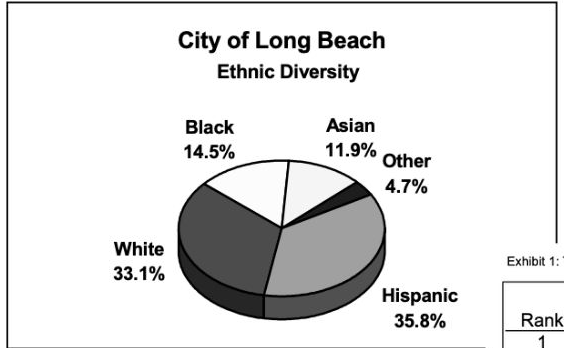
UNDERSTANDING YOUR CITIES MAKE UP AND FUTURE
PLAN CAN SUPPORT:

- SMALL BUSINESSES TARGETING NEW CLIENTS OR
DECIDING ON "BRICK AND MORTAR" LOCATIONS
- WHERE THE JOBS ARE
- WHAT THE SCHOOL SYSTEM LOOKS LIKE
- HOW MUCH MONEY IS COMING INTO THE CITY FROM
TOURISM AND CONSUMER SPENDING (SALES TAX)
- PRIORITIES FOR THE CITY (AIR QUALITY,
TRANSPORTATION, LEGISLATION)

THE CAN BE AS EASY A GOOGLE SEARCH "YOUR CITY
NAME DEMOGRAPHICS"



The City of Long Beach, California covers approximately 52 square miles on the southern coast of Los Angeles County. With a current population of 491,564, Long Beach is the second largest city in Los Angeles County and the fifth largest city in the state. It is a diverse and dynamic city that, based on the 2000 Census, has the following ethnic breakdown: 35.8% Hispanic, 33.1% White, 14.5% Black, 11.9% Asian, and 4.7% all other ethnicities.



Long Beach was originally incorporated in 1888.

Exhibit 1: Top 10 Employers in Long Beach

Rank	Employer	Employees As of May 2004
1	Boeing	10,400
2	Long Beach Unified School District	8,355
3	CSULB (includes part-time)	6,000
4	City of Long Beach (includes part-time)	5,626
5	L.B. Memorial Medical Center	5,030
6	Veterans Administration Medical Center	2,345
7	United States Postal Service	1,900
8	Long Beach City College	1,810
9	St. Mary's Medical Center	1,765
10	Verizon	1,025

** Numbers based on May 2005 Economic Development Department Survey*

Tourism continues to be a growing industry in Long Beach, and the city attracts over 5.5 million visitors a year. A vital part of that industry is the Long Beach Convention and Entertainment Center. The Center's facilities include a 224,000 square-foot exhibit hall, 83,000 square feet of meeting room space, a ballroom able to comfortably seat 1,600, a 13,600-seat arena and two theaters in the elegant Long Beach Performing Arts Center. Additionally, over 2,500 hotel rooms are within walking distance of the Convention Center.



Long Beach Aquarium of the Pacific at night.

As California's largest urban Enterprise Zone, Long Beach offers businesses five categories of State tax incentives aimed at stimulating new private investment, business expansion and job creation. These incentives include: sales tax credits; hiring tax credits; business expense deductions; net operating loss carryover and a net interest deduction for lenders. Over 10,000 businesses of varying sizes operate in the Enterprise Zone. The Enterprise Zone designation is in place until 2007.

http://www.longbeach.gov/globalassets/finance/media-library/documents/city-budget-and-finances/budget/budget-documents/fy-06-adopted-budget-webpage/understanding_the_city_s_budget#:~:text=It%20is%20a%20diverse%20and,was%20originally%20incorporated%20in%201888.

TIP #3

PARTICIPATE IN YOUR CITY

THERE ARE SOME GREAT WAYS TO GET MORE IN TOUCH WITH YOUR CITY.

HERE ARE JUST A FEW IDEAS ON HOW YOU CAN CONTRIBUTE:

1. WALK YOUR CITY: GET HEALTHY AND FAMILIAR WITH WHAT IS HAPPENING IN TOWN, SEE SOMETHING NEW? SHARE YOUR FINDING ON SOCIAL AND SUPPORT LOCAL BUSINESSES
2. GRAB A "PICK UP STICK" AND TRASH BAG AND CLEAN UP YOUR NEIGHBORHOOD AS YOU TAKE A WALK
3. PARTICIPATE IN THE ANNUAL HOMELESS COUNT
4. SUPPORT LOCAL: POST AND SHARE YOUR FAVORITES TO YOUR NETWORK
5. SIGN UP TO GET UPDATES FROM YOUR CITY AND ATTEND YOUR ANNUAL "STATE OF THE CITY"
6. INTERESTED IN POLITICS? VISIT YOUR CITIES GOVERNMENT SITE AND UNDERSTAND WHEN THE NEXT ELECTION IS AND HOW TO GET INVOLVED!





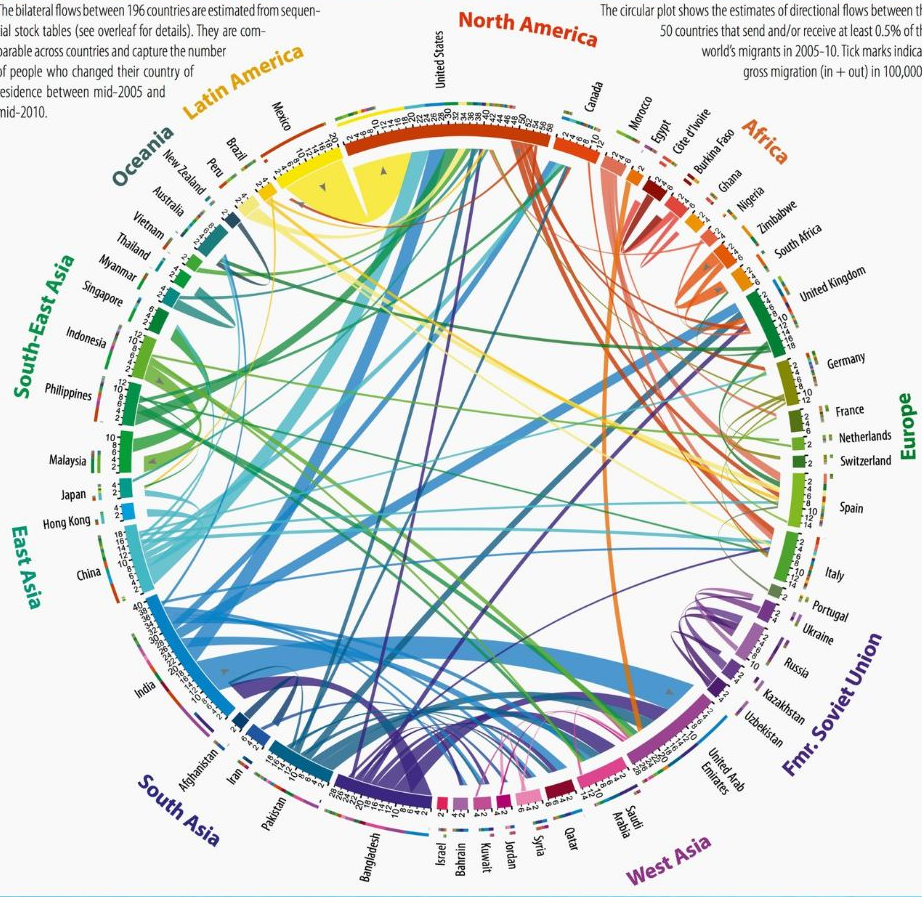
COMMUNITY & CULTURE: WHERE WE COME FROM

THE COMMUNITY IN YOU

WE ALL COME FROM SOMEWHERE, AND
THANKS TO TECHNOLOGY AND GROWING
NETWORKS, IT IS EASIER THAN EVER TO
LEARN ABOUT WHERE YOU ARE FROM.



The bilateral flows between 196 countries are estimated from sequential stock tables (see overleaf for details). They are comparable across countries and capture the number of people who changed their country of residence between mid-2005 and mid-2010.



These flows represent
75% of all human
 movement from
 2005-2010.

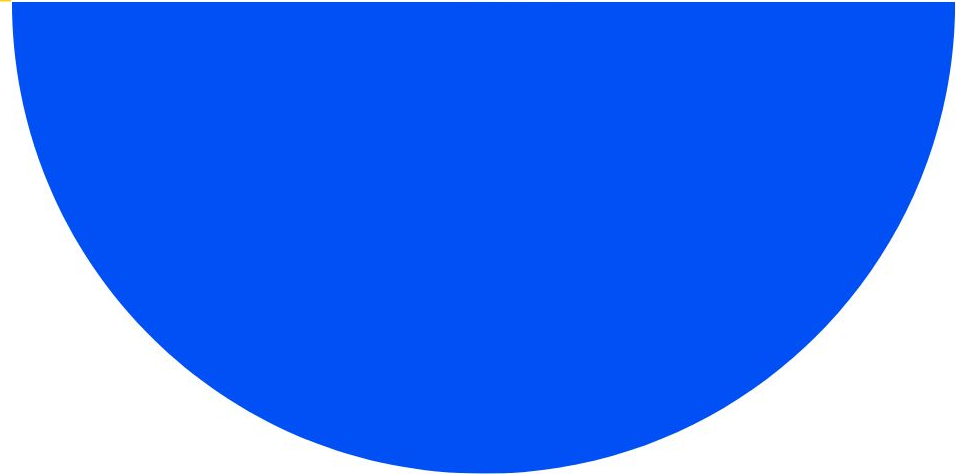
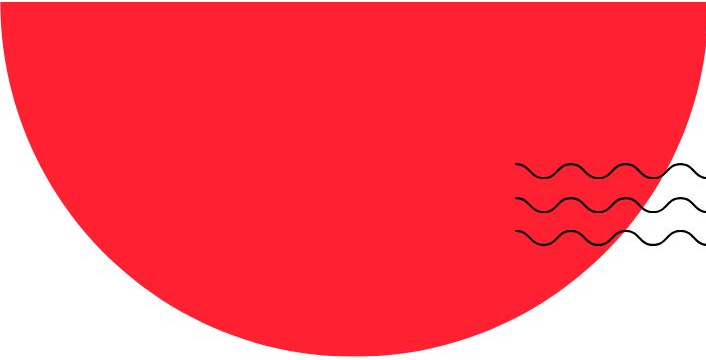
Consideration #1

DISCOVERING YOUR HERITAGE

IN THE PAST FOR MOST OF US, WE WERE TOLD WHERE WE CAME FROM, WITH VAGUE PARAMETERS.

THROUGH TECHNOLOGY WE NOW HAVE THE ABILITY TO UNDERSTAND MORE ABOUT WHERE WE COME FROM.

WHAT MIGHT WE FIND OUT?



REGIONAL ASSOCIATION

**HEALTH HISTORY AND
TENDENCIES**

**FAMILIAL LINKAGES &
RELATIONS**

Consideration #2

WHAT EXISTS AROUND YOU (AND ONLINE!)

CULTURAL CLUBS AND GROUPS ARE ALL AROUND US. DEPENDING ON WHAT YOU ARE LOOKING FOR, YOU CAN LEARN ABOUT YOUR CULTURE BY JOINING A GROUP AND FINDING OUT HOW YOUR HERITAGE FITS INTO YOU!

WHAT MIGHT YOU LEARN?



FASHION TRENDS
Clothing, Make Up, Tattoos

FOOD PREFERENCES
Recipes, Off-The-Shelf, Festivals

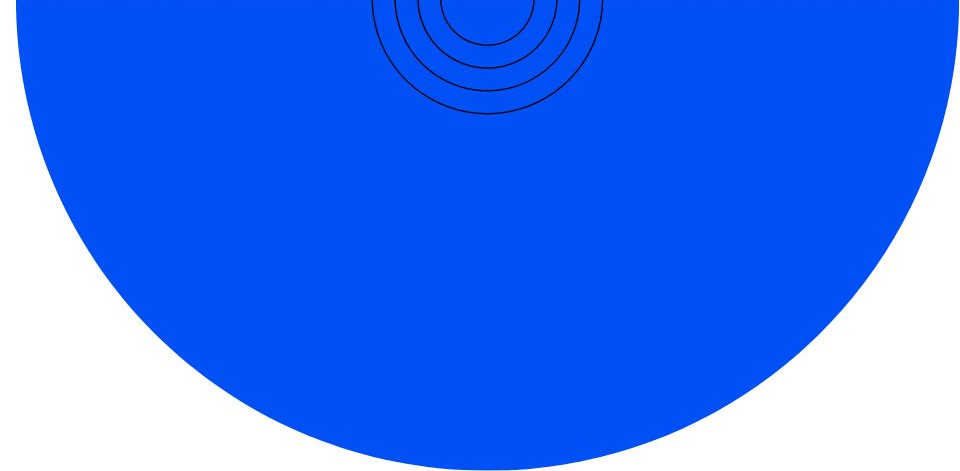
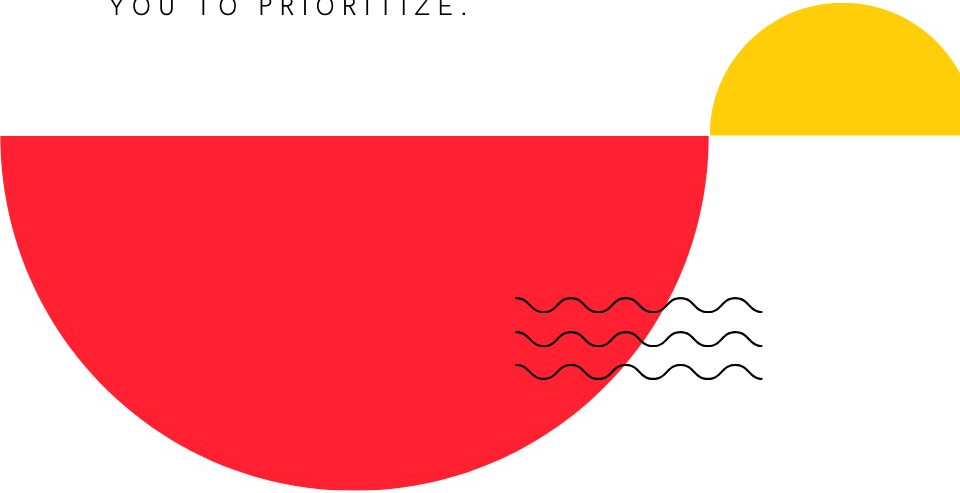
TRADITION
Celebrations, Sports, Religion

Consideration #3

MAKING THE MECCA

LEARNING ABOUT YOUR CULTURE IS ONE THING, BUT EXPERIENCING IT IS ANOTHER.

IF YOU HAVEN'T YET MADE THE JOURNEY BACK TO YOUR HOMELAND, CONSIDER WHETHER IT WOULD BE AN EXPERIENCE FOR YOU TO PRIORITIZE.



FAMILY TRIPS
hear your story from the source

GROUP or INDIVIDUAL TRIPS
see and explore the tradition

HOST AND BE HOSTED
share and get the local flavor

**HOW DO YOU
WANT TO BE A
PART OF YOUR
COMMUNITIES?**

Who is Zelladu?

HI THERE! I'M STEPHANIE, AKA ZELLADU.

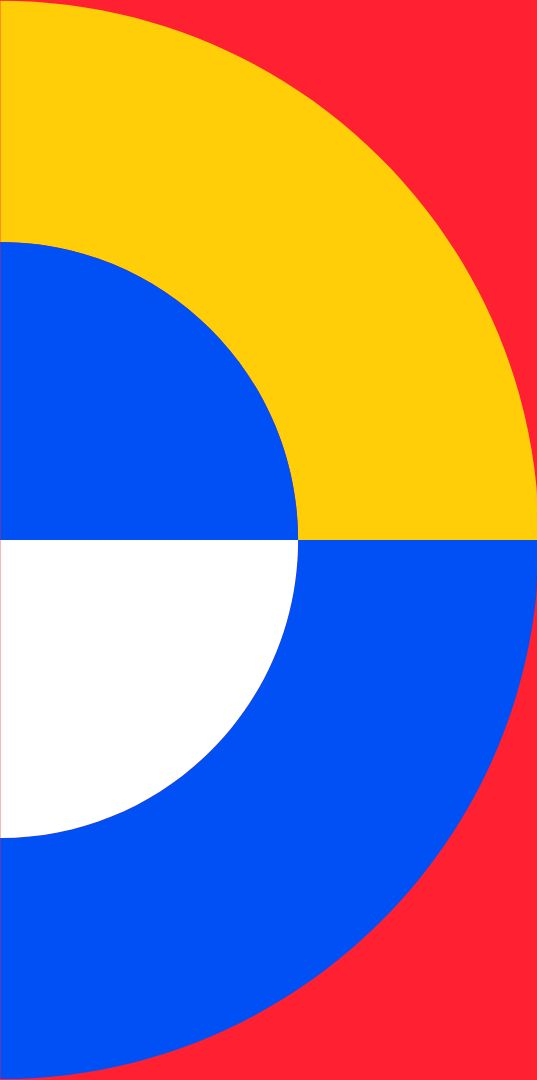
I AM A MASTER OF EXPERIENCE DESIGN.
A STUDENT FOR LIFE. A WORLD TRAVELER.
A LOVER OF PEOPLE.

ONE NIGHT, ABOUT 20 YEARS AGO, I WAS ON THE PHONE WITH A FELLOW SERVER FROM THE OLIVE GARDEN. SHE AND I SPOKE ABOUT LIFE AND THE SECRET TO SUCCESS. AFTER ABOUT AN HOUR OF SPEAKING, WE LANDED ON THE MAGIC WORD OF BALANCE.

THE LIGHTBULB WENT ON AND THERE WAS NO TURNING BACK. NOW, MOST EVERYTHING I DO IN LIFE IS CENTERED ON BALANCING THE STRUGGLES, OPPORTUNITIES THAT I EXPERIENCE INTERNALLY AND EXTERNALLY. WE ALL HAVE THEM, BUT WHY NOT BE PROACTIVE IN HOW WE MANAGE THEM?

LET'S GET DOWN TO ACHIEVING OUR BALANCE.





Thanks for joining!

NOW LET'S GET TO WORK.

FOR MORE CONTENT ON HOW TO GET AHEAD
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