

# INDY IDEA HUB



## Our Ultimate Aims

Our ultimate aims are commitments about our ethic and ethos, how we want to show up and be experienced by everyone in our community:

### Deliberate or thoughtful Patient

In all things we seek to be strategic and intentional in all that we do.

In all things we exercise our understanding that progress takes time and effort.

### Listen and be curious

In all things we are present and open to others and to possibilities.

### Have fun

In all things we will bring passion, energy, and joy to our work.

## The Ideas that Guide Us

Indy Idea Hub is grounded in a set of core beliefs. These are the fundamental ideas that guide us:

### Rural communities are places of opportunity.

We believe rural communities have characteristics that give people advantages over bigger cities. The relationships, problem-solving mentality, and lack of bureaucracy enables good ideas to thrive. The ability is here, the potential just needs to be unlocked.

### Everyone should be able to live a productive, meaningful life in a rural community.

We believe that everyone should be able to live the best version of their life in a rural community. Rural residents should have a chance to pursue a career or vocation that is purposeful and inspiring. People should not be limited by their rural context, but rather enjoy an elevated sense of community, support, prosperity, and possibility that extends throughout the full expanse of their lives.

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*The Ideas that Guide Us continued*

## **Trying something is worth it, even when the outcome is uncertain.**

We believe in taking action. We are inclined to try new things, take calculated risks, and move toward opportunity. We believe forward momentum creates hope and expectation, which leads to inspiration and determination. We believe in the power of a “can-do” attitude.

## **Not every solution works for every person or community.**

We believe rural communities and the people who live there are diverse and varied. Universal principles can be applied to many situations, but the best solutions are designed for each unique person and place. Particularly in the rural context, the best solutions well up from within communities and are suited to the uniqueness of the people and place.



## **The Difference We Want to Make**

We are committed to our community, and we want to see it thrive. These are the intended impacts we desire to see as a result of all that we do:

### **People start and run successful, sustainable businesses.**

- Prosperous and profitable
- Contributing to community
- Example for others

### **People have a can-do attitude where no challenge seems impossible.**

- Optimism and fearlessness
- Perspective toward opportunity
- Buoyancy and resilience

### **People build networks of support for their aspirations.**

- Relationships of care, trust, compassion, and generosity
- Exchange of ideas, giving advice, listening to others, helping people solve problems
- Training and support

### **People create and access opportunity in their community.**

- Build prestige of rural communities
- Able to pursue their desired careers
- Joy of living in rural community

### **People create a diverse, strong, and resilient economic culture.**

- Ability to absorb difficulty and downturns
- Multiple and varied employers
- Healthy and thriving ecosystem of businesses



## The Approach We Take

The way we go about our work is characterized by these principles:

### Working Collaboratively

We are at our best when we work in partnership with others around a common purpose and aim, connected to a meaningful web of challenge and supports from others and other organizations where everyone has a role to play and everyone contributes to the success of the whole community.

### Taking action

We are at our best when we move forward into action undaunted and undeterred, when take steps courageously but not carelessly, and when experiment and try things even when we know not fully or completely the outcome and are willing even to fail at times in our pursuit of the life and community we envision.

### Helping others

We are at our best when our actions benefit others and not just ourselves, when we exercise mutuality of care and contribution, and when we are looking out for those who need what we can provide, especially those experiencing vulnerability in our communities.

### Customizing solutions

We are at our best when we in tune to the unique needs of individuals, families, businesses, enterprises, and communities and when our programs and responses are based in our local reality.

### Being flexible

We are at our best when we are responsive and iterative, when we continually adjust ourselves to what we see in the needs around us, the opportunities in front of us, and the possibilities surrounding us.

### Including people broadly

We are at our best when we make room at the table for others and when we seek to be profoundly inclusive to the array of people in our communities.

