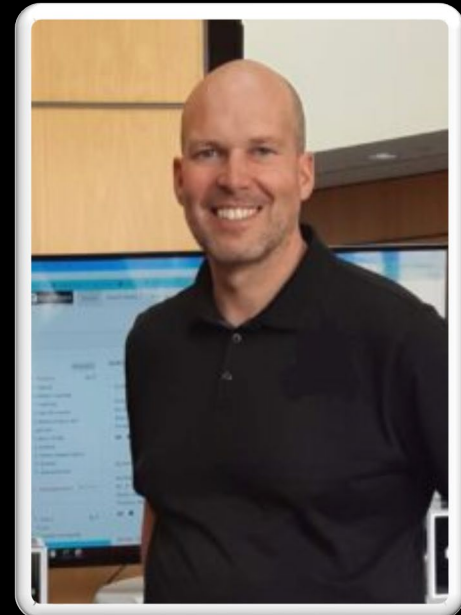


Reframe!

Turning Setbacks into New Sensations

Paul Salvatore

www.municipalexperts.ca



**SEDA
Saskatoon, SK
June 12, 2024**

What's Your Story?



Are you in a small town?

Is your community suffering from depopulation?

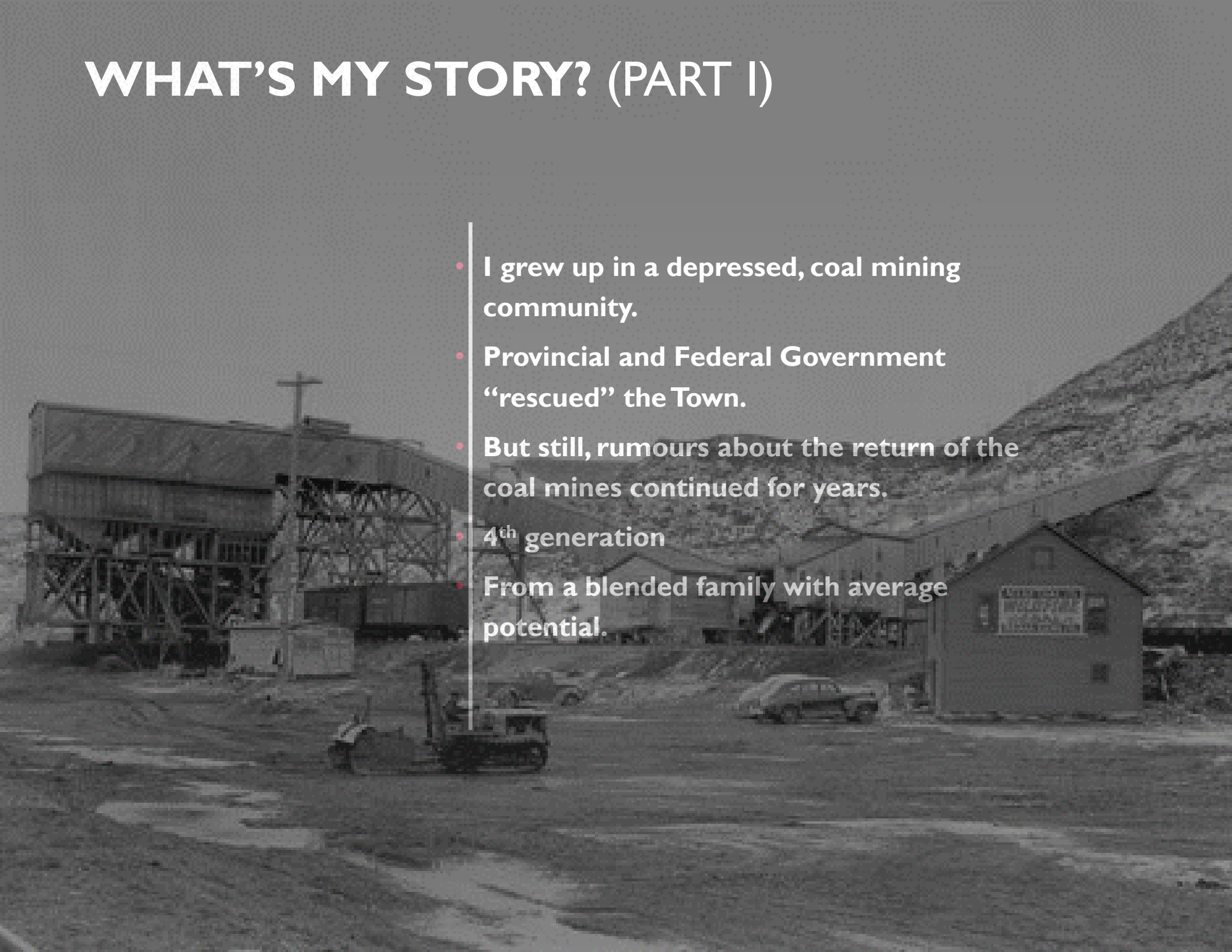
Do you have a lack of budget?

Is your community in a Rural area?

What is bringing you down? What are the challenges that you face?

WHAT'S MY STORY? (PART I)

- I grew up in a depressed, coal mining community.
- Provincial and Federal Government “rescued” the Town.
- But still, rumours about the return of the coal mines continued for years.
- 4th generation
- From a blended family with average potential.



WHAT'S MY STORY? (PART II)

- I grew up in a close-knit small town.
- I had plenty of opportunities that my City friends didn't.
- I got to do cool things like play sports and be an exchange student.
- I went to University and soon after returned to my hometown (because I had a great childhood).
- I got to do cool things... like dig dinosaurs, build recreation facilities and organize cool events.
- Returned and spent 20 years “back” to start a family of my own.
- Until... the wheels came off.



What's My Story? (Part III)

- One day I woke up, realized that I had landed in the bottom of a (metaphorical) crater.
- I'd Lost my job.
- I'd Lost my family. (Divorce and Death)
- I was just LOST!
- Until I figured out a few things that have helped me to be in alignment with my **CORE** values and to stop doing what I had done for over 20 years...

So What?

It was dark!

I was “frozen”

I had to act

I needed a bit of inspiration

I needed to REFRAME my situation

**But first, I needed to LEARN how to
REFRAME my situation**

**I found 3 things that would slowly improve
how I saw the world**

A tall, weathered wooden grain elevator stands in a grassy field. The structure is made of vertical wooden planks, many of which are missing or peeling, revealing a lighter wood underneath. Faint, faded text is visible on the side of the elevator, including "ALBERTA PACIFIC" and "GRAIN CO LTD". The elevator has a small square window near the top and a larger rectangular opening at the base. In the background, rolling hills are visible under a clear blue sky with a few wispy clouds. The lighting suggests it might be late afternoon or early morning.

What are your
community's darkest
moments?

How will you Reframe
them?

An ornate, multi-layered gold picture frame with intricate carvings and a dark, reflective interior. The frame is set against a light-colored wall, and a wooden floor is visible at the bottom of the image.

**But First... A Little Bit of
Inspiration**

Before Kentucky



- Father dies when he's 5 years old.
- At 12, he drops out of grade 7 (due to algebra)
- Joins the Army in Cuba (1906)
- Works on the railway – gets fired for **insubordination** (1909)
- Gets married. Has 3 kids. Loses 2 to illness.
- Takes jobs as labourer, railway fireman, **gets fired again** (brawling with coworker)
- Studies law by correspondence
- Works at Michelin
- Moves in with his Mother
- Runs Shell gas station. Starts frying chicken.
- Sells his first KFC franchise in 1952 (at the age of 62)

“Had encountered repeated failure largely through bullheadedness, a lack of self-control, impatience, and a self-righteous lack of diplomacy

SPUD!



Here's what 5'7" can do

EMFOLD, WALDRON, KEELER, KRYDOR AND VALPARAISO, SK

Name	Incorporation date ^[4]	Rural municipality ^[5]	Population (2016) ^[3]	Population (2011) ^[3]	Change (%) ^[3]	Land area (km ²) ^[3]	Population density (per km ²) ^[3]
Ernfold	December 4, 1912	Morse No. 165	15	30	-50.0%	1.19	12.6/km ²
Waldron	July 17, 1909	Grayson No. 184	15	20	-25.0%	1.45	10.3/km ²
Keeler	July 5, 1910	Marquis No. 191	15	15	0.0%	1.02	14.7/km ²
Krydor	August 25, 1914	Redberry No. 435	15	15	0.0%	0.82	18.3/km ²
Valparaiso	July 18, 1924	Star City No. 428	15	15	0.0%	0.69	21.7/km ²

HOW DO YOU STACK UP?

SETH GODIN

“The secret to being wrong isn't to avoid being wrong! The secret is being willing to be wrong. The secret is realizing that wrong isn't fatal.”

— Seth Godin, Linchpin: Are You Indispensable?



SETH GODIN

Purple Cow argues that the only way to cut the hyper-clutter of products and advertising today is to innovate something new, unique and remarkable – like a purple cow

This resists the “temptation” to be all things to all people, instead – pushing communities to BE DIFFERENT.



HOW DOES THIS APPLY TO MY SITUATION?

Example: Community Branding



VS.



Notorious

Anywhere in Canada

Bold

Boring

Tells an Interesting Story

Does not tell a Story

Takes a Risk

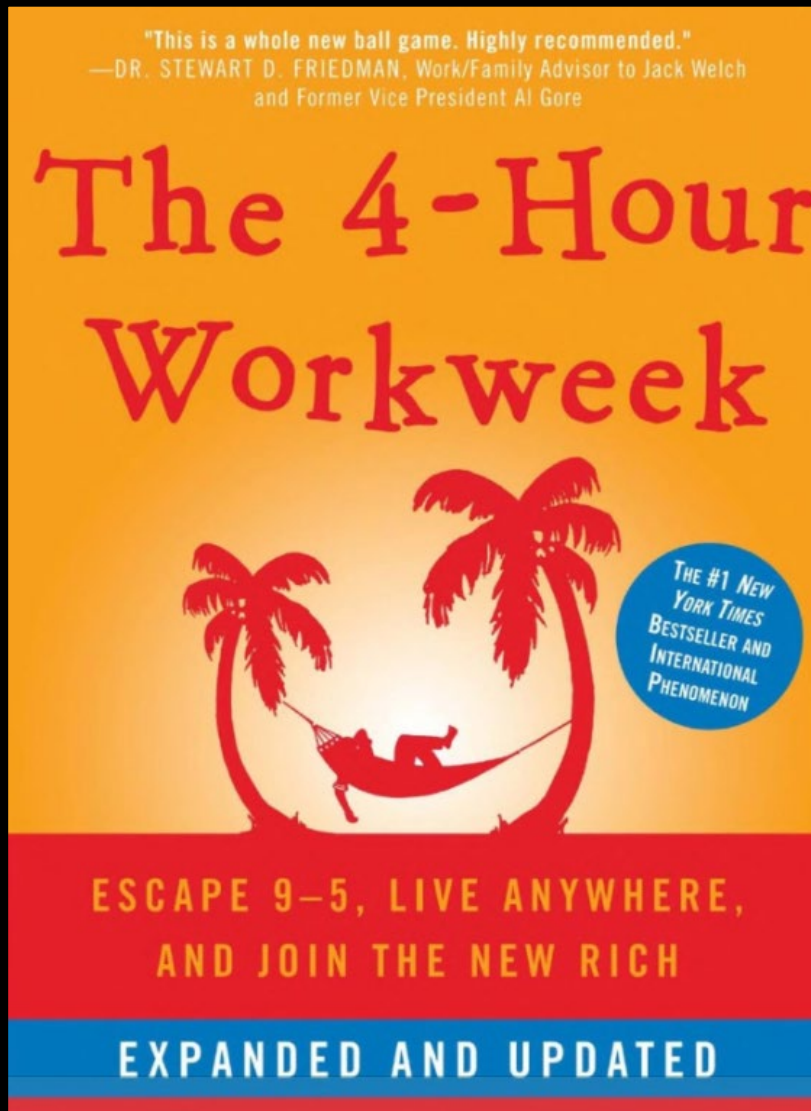
Something for everyone



TIM FERRISS

Doing something unimportant well does not make it important.

- Tim Ferriss, Author, Podcaster and Entrepreneur



TIM FERRISS

The 4 Hour Workweek is the step-by-step blueprint to free yourself from the shackles of thinking the way that everyone else thinks.

It suggests ways to “automate” the ways that you do business so that you can live your life like a Zillionaire, without having to be one.

"This is a whole new ball game. Highly recommended."
—DR. STEWART D. FRIEDMAN, Work/Family Advisor to Jack Welch
and Former Vice President Al Gore

The 4-Hour Workweek



THE #1 NEW
YORK TIMES
BESTSELLER AND
INTERNATIONAL
PHENOMENON

ESCAPE 9-5, LIVE ANYWHERE,
AND JOIN THE NEW RICH

EXPANDED AND UPDATED

What could you do to
automate the most
time-consuming things in
your life?

Hello A.I.!

Chat GPT

Gemini (Google)

Apple Intelligence

And others

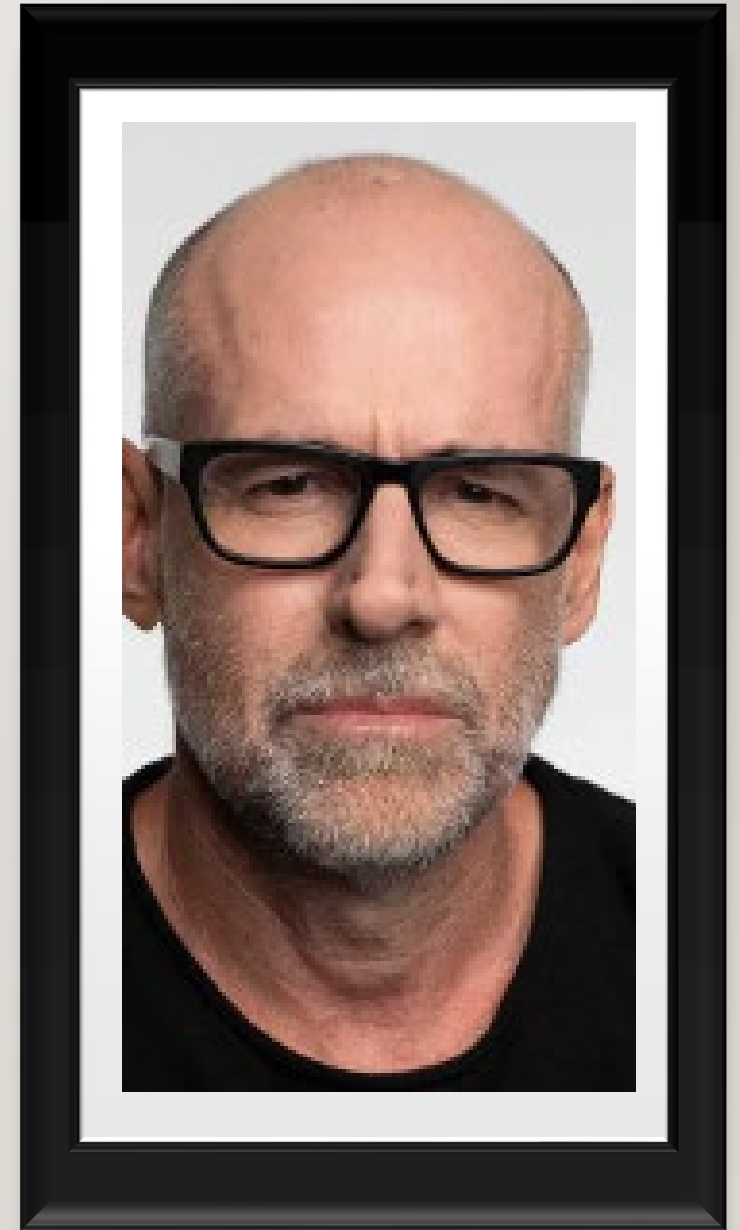
e.g. Take a cross Canada
Trip in an RV – let AI set
your itinerary.

Etc.

SCOTT GALLOWAY

“Expect that a certain amount of failure is out of your control and recognize you may need to endure it or move on.”

— Scott Galloway - Author, Professor, Entrepreneur and Podcaster



SCOTT GALLOWAY

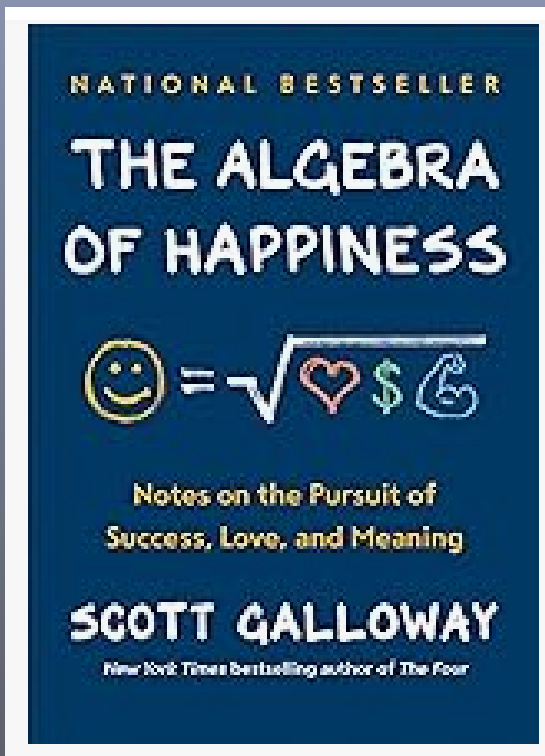
Happiness is a skill that can be developed with intention and practice.

How does this apply to my situation?

You can develop those “skills” to increase your sense of purpose which leads you to tackle bigger things (in your communities) and go beyond “colouring inside the lines.”

Your relationship to RISK is a defining factor that determines your capacity for success.

e.g. Farmers are the “ultimate risk takers.”





MARIO ANDRETTI

“If things seem under control,
you’re just not going fast
enough.”

STOIC PHILOSOPHY

Stoic philosophy began around 300 B.C. Zeno of Citium, in Greece. It places much of its emphasis on **practicality in the pursuit of happiness in one's life.**

Some of the best known Stoics include:

Seneca, Epictetus, and Marcus Aurelius. (aka Augustus Caesar).

It may sound like Stoicism would be super boring...

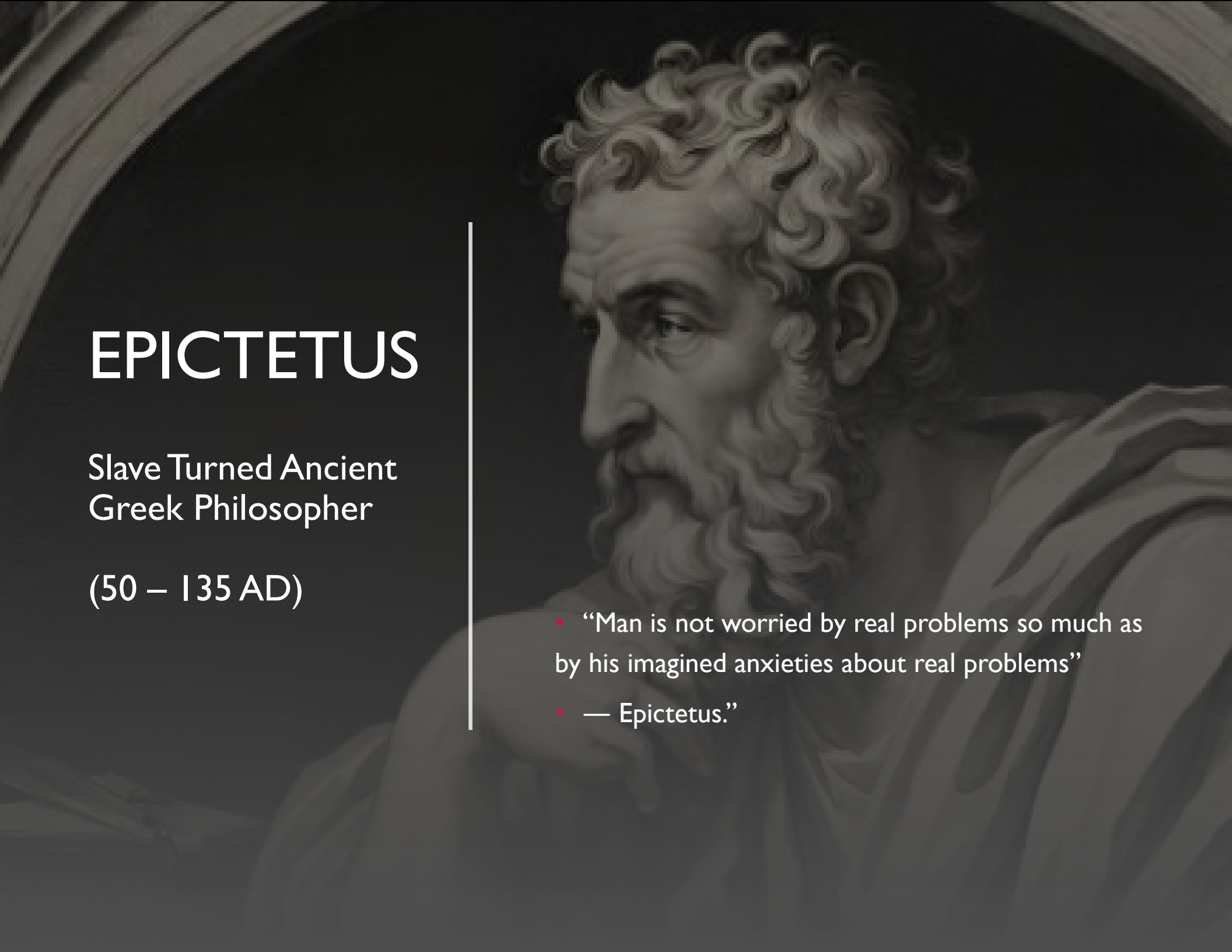
But it can be a great way to help you to REFRAME your thoughts and challenge your beliefs.

EPICTETUS

Slave Turned Ancient
Greek Philosopher

(50 – 135 AD)

- “Man is not worried by real problems so much as by his imagined anxieties about real problems”
- — Epictetus.”



STOIC PHILOSOPHY

How do I apply this to my situation?

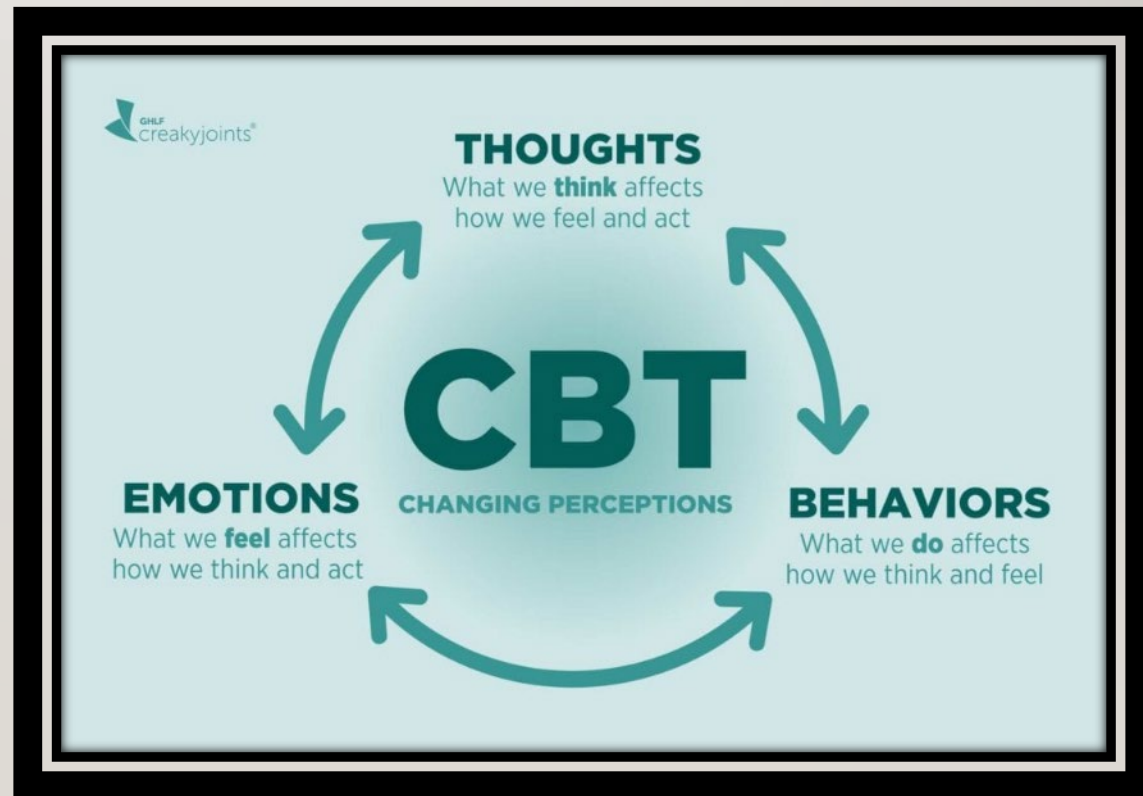


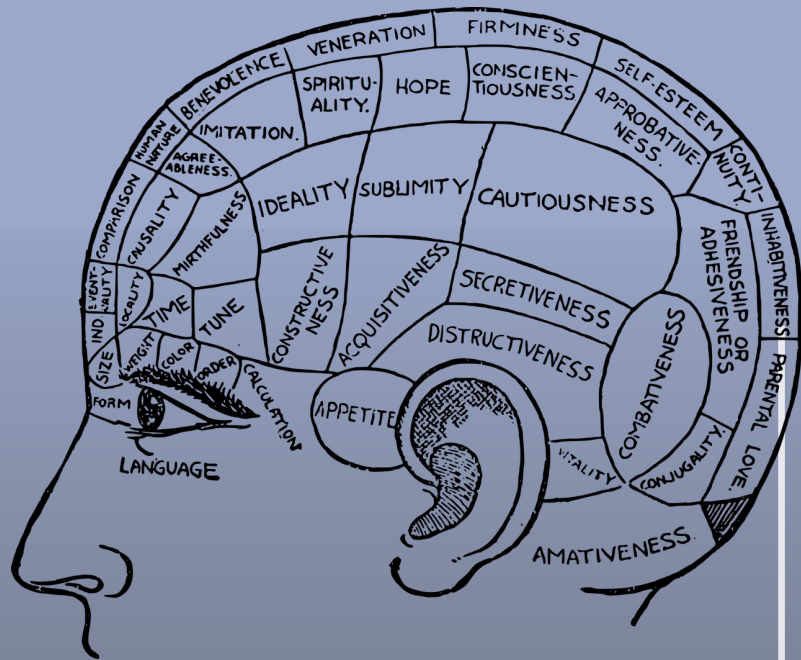
Is your glass half full? Or half empty? Why?

COGNITIVE BEHAVIOURAL THERAPY - CBT

Cognitive-behavioural therapy (CBT) is a practical, short-term form of psychotherapy. It helps people to develop skills and strategies for becoming and staying healthy. CBT focuses on the here-and-now—on the problems that come up in day-to-day life.

- *The Centre for Addiction and Mental Health*





Gives you the tools to recognize negative thoughts and how they make you feel, then to redirect those thoughts into positive actions....

Examples:

A new store that you were hoping to attract to your community decides to select another community nearby.

You may feel defeated, but you recognize the good that came from building your network and taking steps to ensure that the next opportunity comes your way.

CBT

Cognitive Behavioural Therapy

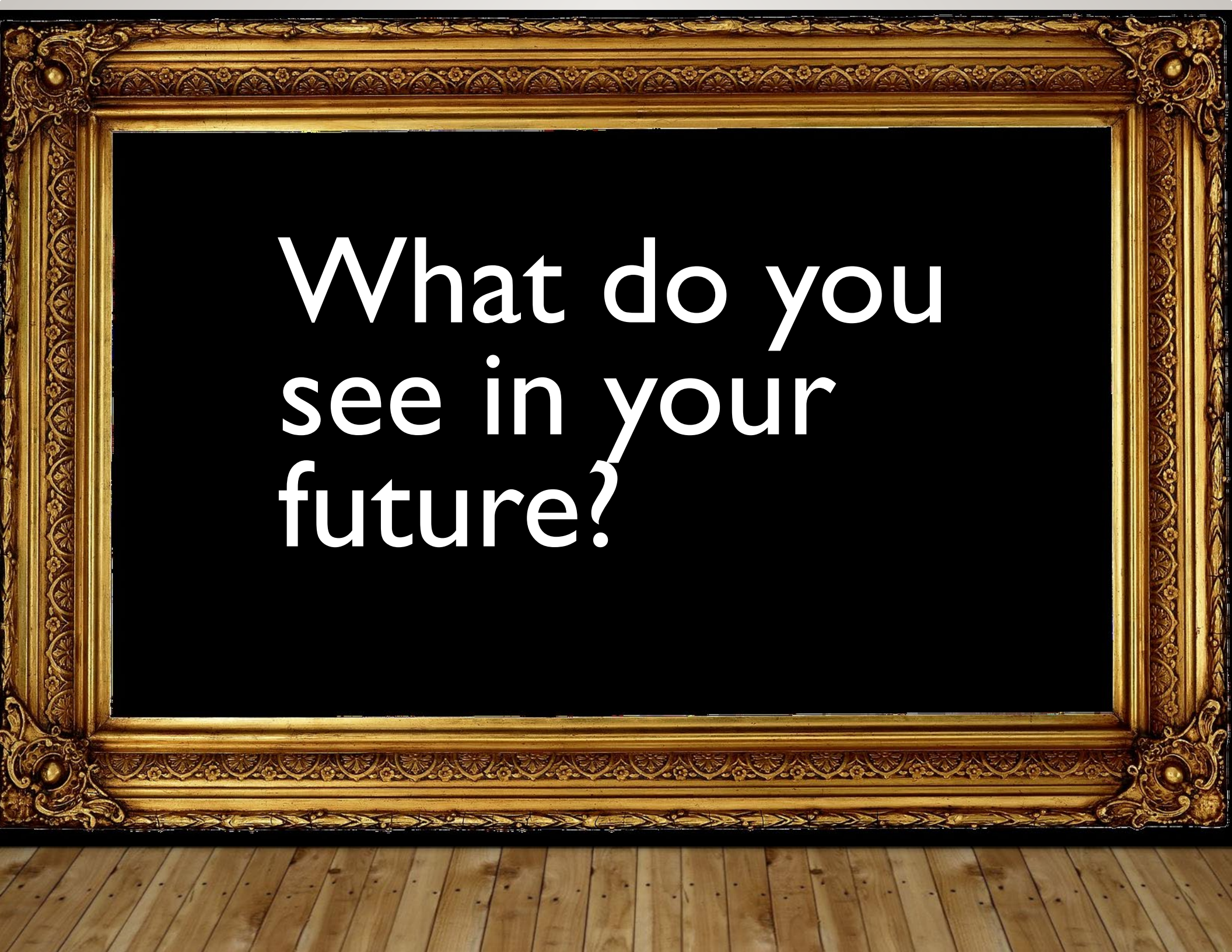
Reframe!

Use elements of Stoic Philosophy and Cognitive Behavioural Therapy and a willingness to take more risks so that you can break the chains of conformity.

EXAMPLES

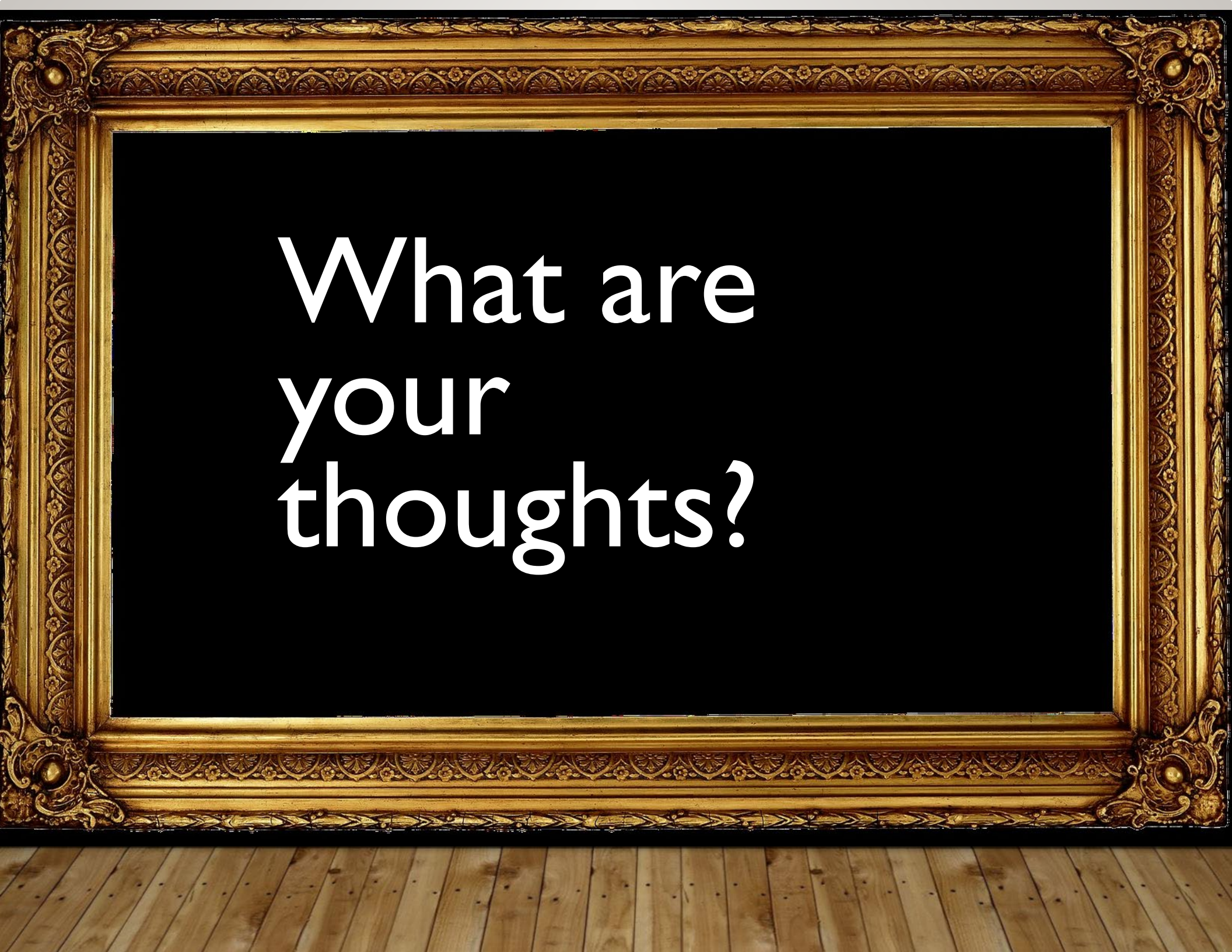


- Resist the temptation of being a “nice” place when you could be an “AWESOME” place
- Be bolder. Find the UNIQUE things that make your community different – a colourful past is better than a boring future.
- Tell a great story. Resist “We have it all.”
- Find ways to make things happen – resist excuses like:
 - We can’t afford it
 - Nobody will be interested
- Find ways to automate to save costs and generate more ideas (using AI, and connections within your community.)
- Talk to unique and different people – they will have a different perspective. Travel – look at good and bad.

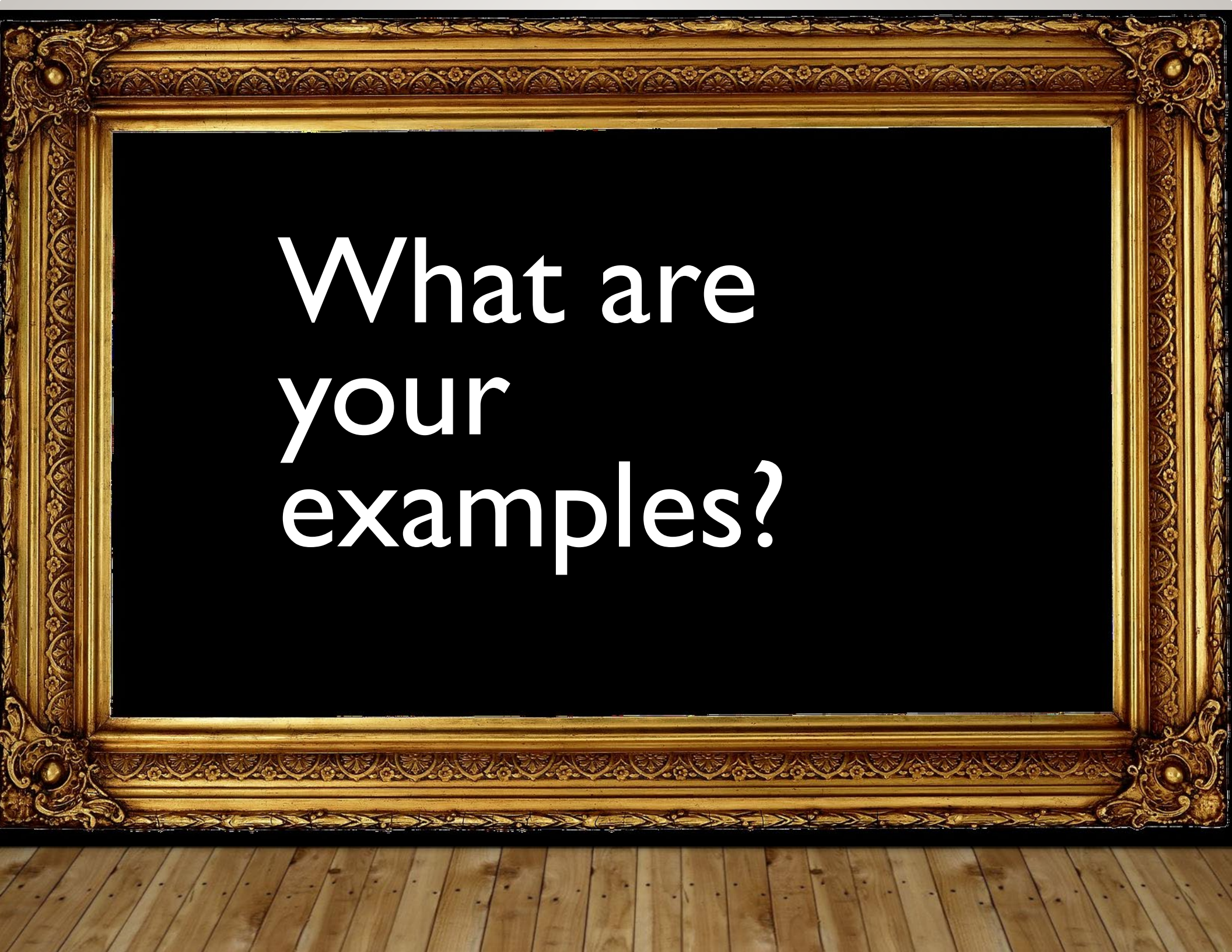


What do you
see in your
future?





What are
your
thoughts?



What are
your
examples?

Thanks! SEDA



Paul Salvatore, CLGM

☎ 403.334.4922

✉ psalvatore@municipalexperts.ca

🌐 www.municipalexperts.ca



Check me out on LinkedIn too!

Let's Talk About

- **Economic Development Projects**
- **Strategic Planning Workshops**
- **Economic Development Advisory Services**

