

## **20 Clues to Rural Community Survival**

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- 1. Evidence of Community Pride**
- 2. Emphasis on Quality in Business and Community Life**
- 3. Willingness to Invest in the Future**
- 4. Participatory Approach to Community Decision-Making**
- 5. Cooperative Community Spirit**
- 6. Realistic Appraisal of Future Opportunities**
- 7. Awareness of Competitive Positioning**
- 8. Knowledge of the Physical Environment**
- 9. Active Economic Development Program**
- 10. Deliberate Transition of Power to a Younger Generation of Leaders**
- 11. Acceptance of Women in Leadership Roles**
- 12. Strong Belief in and Support of Education**
- 13. Problem-Solving Approach to Providing Health Care**
- 14. Strong Multi-Generational Family Orientation**
- 15. Strong Presence of Traditional Institutions that are Integral to Community Life**
- 16. Sound and Well-Maintained Infrastructure**
- 17. Careful Use of Fiscal Resources**
- 18. Sophisticated Use of Information Resources**
- 19. Willingness to Seek Help from the Outside**
- 20. Conviction that, in the Long Run, You Have to Do It Yourself**

**Strengthening  
Community  
Leadership**



**Heartland Center  
for  
Leadership Development**

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