Intentionality: Competing in the 21st Century
NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

- Airlines: 68 yrs
- Automobiles: 62 yrs
- Telephone: 50 yrs
- Electricity: 46 yrs
- Credit Card: 28 yrs
- Television: 22 yrs
- ATM: 18 yrs
- Computer: 14 yrs
- Cell Phone: 12 yrs
- Internet: 7 yrs
- iPods: 4 yrs
- YouTube: 4 yrs
- Facebook: 3 yrs
- Twitter: 2 yrs
- Pokémon Go: 19 days
What the COVID-19 pandemic has shown us...

The old adage for real estate: “Location, Location, Location” has now become: “Leadership, Leadership, Leadership”
Good leaders attract smart staff and listen to them

“IT doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do.” -Steve Jobs

"I hire people brighter than me and get out of their way." -Lee Iacocca
Accelerating existing trends

- Retail moving more online
- More home delivery of food
- Increase in work from home
- College courses online
- Accelerating income divide
- More in-home entertainment
Questions remain on how it will impact...

- Global trade—manufacturing moving onshore
- Density
- Impact on large events
- Travel
Cities that will succeed need public-private leaders that are:

- Nimble
- Curious
- Have an appetite for risk
Cities that will succeed:

- Think Strategically
- Dynamic Leadership
- Strong Partnerships
- Entrepreneurial spirit for funding
- Smart Staff
- Design Excellence

Greenville, SC revitalization
Cities will always be the centers of civilization