

# Enthusiasm is Highly Underated

Lessons from a regional economic developer



# Framework for building enthusiasm

**What is enthusiasm - Apathy < Acceptance < Interest < Enthusiasm = willpower**

**It's a system and a successful project has folks moving through all states**

# Enthusiasm in a regional development context

Frame = regional collaboration

Enthusiasm is the missing link between ideas and execution

Projects are the vessel for executing actions generated by enthusiasm

## Example 1

### Destination Area Plan

- External forces developed Plan
- Sold to and supported by internal stakeholders
- Project operations = static
- Results = mediocre lots not accomplished and what was accomplished was not recognized or celebrated.
- Attention and interest was gained but enthusiasm was not. Apathy remained high throughout.

## Example 2

### Collective action strategy

- Internal forces developed plan
- Sold to and supported by external forces
- Project operations = dynamic
- Results = collaborative action, support and resources are finding their way in and supporting projects.
- Healthy framework of stakeholders moving from apathy to enthusiasm

# Tips and tricks

Building enthusiasm, maintaining enthusiasm, spreading enthusiasm are different things requiring different strategies

External forces can't generate internal momentum

Enthusiasm breeds adaptability/resilience = ideas can survive failure and new projects can emerge

You don't need consensus - but you do need to listen

FOMO is real but it can't be faked

Let's do this!

# Thanks!

Christian Boyle

CEO/Janitor

Shapeshift Developments Ltd  
[christian@shapedev.ca](mailto:christian@shapedev.ca)

