THE GREATER MSP REGION

- 16 county MSA
- $220 billion in GDP
- 41st largest global economy
- More than 3.4 million residents
The Greater MSP region currently has the **lowest** unemployment rate in the nation.
And one of the top 5 fastest growing economies in the country (based on GDP growth).
A total increase of 100,000 jobs in Greater MSP
The Greater Minneapolis Saint Paul region will lead the world in solving its most important challenges for the future.

Safe and abundant food, clean water, and health solutions will drive the global economy in coming years.

The Greater MSP region is the leader in these technologies and industries, and has the R & D, financial and business services infrastructure to support them.

Our highly educated and culturally connected workforce will create that business success. Our quality of life and social collaboration will sustain that success.

Businesses prosper here. People prosper here.
RAPID URBANIZATION & GROWING MIDDLE CLASS

Mumbai, India
STRATEGIC PLAN
STRATEGIC STEERING COMMITTEE

Tim Welsh – co-chair
McKinsey & Company

Michael Langley
GREATER MSP

Katie Clark Sieben
DEED

Susan Haigh
Metropolitan Council

Brian Herman
University of Minnesota

Doug Baker – co-chair
Ecolab

Dave MacLennan
Cargill

Ravi Norman
Thor Construction

Chris O’Connell
Medtronic

Lee Sheehy
McKnight Foundation
## SOURCES OF INSIGHT

### Regional Focus Groups
- North Metro
- East Metro
- West Metro

### Surveys
- Partner Advisory Council
- Sector Leaders
- Investor Group

### Sector Focus Groups
- Professional Services
- Health & Life Science
- Financial Services and Insurance

### Reports *(examples)*
- Met Council: NARC Study
- MGI: Game Changers

### Data Analysis
- Sectors (McKinsey & Co.)
- Talent (IO Inc.)

### Partner Engagement
- Steering Committee
- Partner Advisory Council
- Itasca Project
- Regional Council of Mayors
- McKinsey Cities Initiative
- Metropolitan Council

### Staff Engagement
- Monthly staff discussions
- Idea generation sessions

### Competitive Benchmarking *(talent)*
OUR REGION’S STRATEGY

TELL OUR STORY
- Rally the region around its story
- Build competitive intelligence capability
- Align priorities of regional entities

PRIORITIZE TALENT
- Strengthen entire human capital pipeline
- Create talent attraction & retention initiative
- Align talent strategy with sector strategy

SECTORS FROM GREAT TO GREATER
- Claim global leadership
- Grow at the intersection of areas of strength
- Target high-opportunity sub-sectors
- Financial Advisory
- Banking
- Insurance

- R&D centers
- Software/ IT
- Advanced manufacturing
- Energy/renewables

- Corporate headquarters
- Creative services
- Professional services
- Data centers

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water filtration
- Water purification

- Bio tech
- Healthcare Providers
- Healthcare Payers and IT
- Medical devices
BUSINESS AND PEOPLE PROSPER HERE