

TOPICS



Strategic Implementation with Creativity and Insight

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Successful development begins with a social, economic or creative dream that is implemented with a process. Those dreams are getting increasingly difficult to achieve today as the processes intended to create harmony among local politicians, business leaders and residents are often costly and complicated.

The path to success requires more than simple identification of a market need and willing participants to the development. Richard Wiebe, Director of Planning Services at Eden Prairie-based Westwood Professional Services, Inc says, “Market need and innovation are important; however, it is just as important to evaluate project strategies for implementation. It doesn’t matter how creative a concept is if the project cannot be implemented. Seasoned project managers and other professionals must work together with the developer and other stakeholders in order to address the interrelated challenges of a project.”



Wiebe says that it is common to team up to ten scientific disciplines within one relatively small project in order to get something accomplished, “We’ve developed a process with our technical and scientific team that allows us to creatively implement nearly all of our projects. Having multiple disciplines under one roof provides for easy access and communication, and makes a difficult process easier to navigate.”

Wiebe’s Planning group lives by their philosophy that successful Innovative Solutions are a result of; listening to the client, evaluating the environment, interacting with stakeholders, developing and evaluating alternatives, and above all else, developing a Strategic Implementation Plan. To Wiebe, a successful plan reflects the goals and objectives that are continuously solicited from the stakeholders during the development of the solution. “The apparent, more visible issue may not be the underlying issue to be solved,” Wiebe says. “A project may involve a complicated property issue or a delicate permitting issue that, if not solved in the proper sequence, could cause a fatal flaw in the process. Through strategic master planning, we strive to reveal the root elements that need to be addressed for every project.”

It is becoming more and more critical to have inclusive stakeholder input on projects. Strategies that communicate the message of a thorough, well-managed process, integrating all facets of the project from beginning to end are in increasingly high demand. The ability to gain focused community support from numerous stakeholders through public participation exemplifies Westwood’s dedication to the success of the client, the community and their business.

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