



Big Picture Action Initiative Group

Capitalize on the global reach of the local bioscience community. An effort to develop the Puget Sound as a scientific community with the resources and the will to become the center that will change the health of the world.

- Identify Scientific Luminaries
- SWOT Analysis
- Vision To Implementation

Big Picture Team:

- **Lee Huntsman (Champion)**
- Gretchen Sorenson
- Jack Faris
- Jim Gore
- Leroy Hood
- Scott Selby
- Shan Mullin

Goals/Objectives of The Vision

The greatest thing about the Stem Cell Initiative is that it will bring 5 people that will transform California's Biosciences into an even more successful industry. The group hopes that this would be the case with a similar endeavor forwarded in this state.

The group indicated that the history of state involvement in the industry is only about 5% and that it is the job of this cluster to activate more state efforts by leading the way and providing positive examples.

(Additional goals and objectives will be expressed in a later summary of the measures of success or benchmarks that the mobilization group has been identifying)

Characteristics of The Vision

The group indicated that whatever vision the group comes up with must be tangible so that it can be explained to those that will fund an implement it. They also indicated that the vision will need to express urgency and that there were two main aspects for the Big Picture group to consider:

- Overarching Vision (A collective regional perspective on the vision)
- Structure/Framework (An industry insider perspective on the vision)
 - Visibility in global health
 - Leadership in predictive & preventative medicine
 - Agricultural/environmental component

This was refined further:

- External focus or “message”
- Internal focus or “picture” – A proposed framework for folks to fit into.

The group went on to describe how there is a base of enablers (Prosperity Partnership, State, EDCs) that fuel actors in the industry (biotechs, educators), but that this must also be supported by a level of messengers, preachers, or mobilizers that can give the industry relevance in the eyes of the public and other audiences – Many of these are being defined in the mobilization group.

The group highlighted the need to build on our own strengths, not simply take a model from another state that is divorced from the map or ecology of our cluster. That we should capitalize on the fact that we are perceived as a notch more collaborative than the rest and that the cluster is “fully functioning between different parts.” That this metropolitan area is big enough to have a full range of strengths, but small enough to experience and intimate level for networking.

Delivery/Contents of The Vision

This task was assigned to the mobilization group, but guidance was provided. The group spoke to the importance of convergence with the other clusters and that the LS cluster is in a unique position to drive the process due to the energy that has been building in the industry and the recent response by government.

One participant expressed that it would be important to choose a few words and keep that focus. The group tried to focus in on a “vision capturing message which is simple.”

The group indicated that “health” is a powerful word for marketing, but that there must be clear assurances to industry insiders that their particular field of expertise, overall goal, etc... is being addressed despite the focus of any campaign as a marketing exercise.

At one point during the meeting the group went with the “Great Minds” theme, highlighting the perceived culture of exchange with words such as “Great Minds Global Exchange”

Other tag lines were discussed:

“Longer, Healthier Lives Worldwide”

“Predictive & Preventative Medicine”

“Early Detection”

“Addressing Global Health & Infectious Disease”

The group agreed that the vision statement would have to be a broad statement with a few bullets that command attention - a combination of the tag lines discussed. One participant suggested testing different wording on a focus group.

The group refocused its efforts by envisioning 2010. Envisioning “what medicine will be like and what economic opportunities will come from it in order to relate it to perspectives at the legislative level.

One participant asked that there should be a rational, not emotional relationship to the message, but the group also highlighted the need to bring relevance to the vision by convincing people LS efforts will change their lives in a positive way. This could be forwarded by a census of key assets.

Vision to Implementation

This vision statement must serve as a catalyst for messengers that will highlight the importance of the vision on a more intimate or specific level. One participant specifically asked for the vision to “catalyze the collision” between a number of different assets that are not yet fully linked to each other.

The group indicated that “the vision must be real” and spoke to the need to ensure that there are real assets behind this drive. They then asked the question how will resources be directed? And indicated that “democracy is the death of leveraged investments.” In order to target the vision, the region cannot hand out resources to everyone. The group also expressed how it must also address the realities of linkages between groups.

Potential Action Initiatives

- Testing different wording on a focus group.
- Census of key assets – similar to “Golden Pages” concept forwarded by cluster development action group?