



## Horizon 2035 Small Chamber Implementation Tips

[ACCE's Horizon 2035](#) outlines the major influences shaping the next 10 years, which will impact not only chambers of commerce, but the businesses and communities we serve. Chamber leaders must think like futurists and be able to discern weak signals that could evolve into trends that affect businesses and communities.

Horizon 2035 is designed to keep you a step ahead by highlighting key future-facing influences. The influences create both challenges and opportunities. There is no silver bullet. Smart chamber leaders must create targeted strategies based on their community's needs and social dynamics.

This document is designed to provide tips for smaller-staffed chambers on how to leverage this report and its supporting materials to make an outsized impact on the communities they serve.

### Leverage Resources

- Take advantage of the tools available on the Horizon 2035 website, including:
  - [Short videos](#) and [discussion prompts](#) on each influence that you can use as conversation starters with your volunteer leadership.
  - [Foresight tools](#) from our partners at Next Generation Consulting.
- Integrate Horizon 2035 into your existing strategic planning process. Engage your board and other key community stakeholders. No other organization is better equipped to take on this task, charting the future of your region.
- Book a [virtual presentation](#) from ACCE, an easy and affordable way to share cutting-edge research and insights with your team, board or other important stakeholders.

### Focus on Your Strengths

- Lean into your role as a catalytic leader. Position your organization as a proactive changemaker to transform your community.
- Leverage your convening power to identify and bring together partners who share your vision. This low-cost action can create significant value and momentum for your initiatives.
- Act as a unifier to bridge divides and build consensus around your community's most pressing issues.

### Start Small, Then Scale

- Start with small actions that can pave the way for bigger impacts. Early wins may help you enhance your role as a leader, attract like-minded partners and obtain additional resources.
- Consider which influences are most likely to have a high impact on your community. Brainstorm the steps you can take in the next month, quarter or year to address the forces heading your way.
- Work with your partners to identify two to three areas where you can drive meaningful change. Don't spread yourself too thin.