

## How does it work?

The core of the Compass is a one day facilitated workshop with local stakeholders. During this workshop, the participants

- share the successes they have achieved so far,
- define an overarching goal of their development effort,
- elaborate the critical success factors for their sector, cluster or location's further upgrading,
- define activities that address all the critical success factors.



The tangible results of the workshop are

- jointly defined activities,
- indicators to track the progress of you initiative.



## What can you use it for?

*Stakeholder alignment and strategizing.* The Compass can most usefully be applied in territorial development initiatives that have been running between six months and two years. At this stage, a Compass workshop is an efficient exercise to align stakeholders' perspectives and intentions, and move towards a shared strategic perspective. The Compass is a highly effective follow-up method to PACA.



*Monitoring.* The Compass is a method to define indicators of territorial upgrading that you can monitor. It is advisable to run a Compass workshop at least annually, so that you can adjust indicators as new developments happen.

*Planning.* The Compass workshop takes you directly into a planning session where you assess ongoing activities and plan new actions that are matched with critical success factors.



*Impact assessment.* The Compass has been successfully used as an entry point for a more systematic impact assessment.



## What is the Compass?

The Compass is a method that takes the Balanced Scorecard as a starting point and turns it into a participatory, practical tool. Its main features are

- a highly efficient participatory approach,
- quick, transparent and robust results,
- applicability for a variety of situations,
- no reliance on complex and costly software systems.

The Compass gives you

- a quick overview of ongoing processes in your territorial development initiative (i.e. local economic development, cluster promotion, regional economic development, value chain promotion),
- alignment of perspectives among relevant stakeholders,
- strong buy-in from the relevant stakeholders,
- definition of practical activities that is informed by a strategic perspective.

The Compass is also applicable in other thematic areas.

The Compass of Local Competitiveness was jointly developed by **gtz** - German Technical Cooperation and **mesopartner** - local economic delivery.

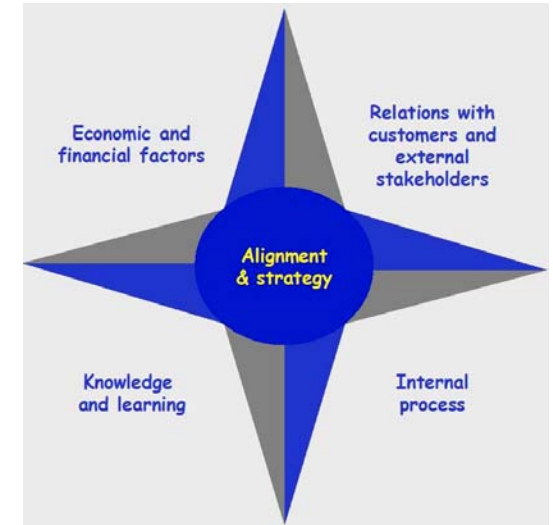
It has been applied in territorial development in South Africa, Sri Lanka, Vietnam, and for performance management of the national quality infrastructure in Ecuador and Costa Rica.

More information on the Compass is available at mesopartner's website, [www.mesopartner.com](http://www.mesopartner.com)

If you want to explore the possibility to apply the Compass, or to run a training course where your staff is introduced to the Compass, please get in touch with mesopartner:

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## The Compass of Local Competitiveness

A Performance Management Method for Territorial Development Initiatives

**mesopartner**  
local economic delivery