The Find the Good Life (FTGL) in North Dakota initiative is a refreshing holistic strategic approach in making North Dakota a national leader in talent attraction innovation and action.

The initiative’s strategy is truly an anomaly among the many other ways states have approached talent attraction. What makes Find the Good Life in North Dakota different, is that it centers around providing custom and personalized services to anyone from around the world who are seeking a fresh start in their life.

Whether the individual is seeking relocation for their career, family, or quality of life, they can find answers as to why North Dakota is the best place to be by getting in contact with a local champion from the Find the Good Life in North Dakota Help Desk.

Easily found on the FTGL website, is a help desk that connects potential new residents with a local community champion who can provide a personalized path in relocating to a specific community that meets the needs and wishes of the potential new resident.

More than 60 community champions, from a variety of backgrounds, representing all communities in North Dakota assist with the relocation help desk. The community champion network creates a personalized recruitment effort with limitless potential, ensuring all those who are interested in North Dakota are provided with the resources and information needed to make their move.

In addition to the help desk, the FTGL website has an easy-to-follow breakdown of everything North Dakota has to offer for those who are in the initial curiosity phase of finding a new state to call home.

As of Oct. 2022, FTGL has received 671 leads from 47 states and 20 countries, with 74% being completely new to North Dakota.