Strategic Doing 101
An Introduction to The Strategic Doing Framework
Agenda

• Setting the Stage!
• What is Strategic Doing?
• Why it Works?
  • A New Economy
  • A New Way of Thinking
  • A New Way of Behaving
  • A New Way of Doing
• What’s Next?
The Challenges We Face...

Start with a little story about Anytown, Oregon.

• “Wicked Problems”
• Caught in The Past
• Broken Trust
• Array of Players, Mindsets and Assets
• Managing Complex Networks
• Managing Conversations, Networks, etc.
• What to DO???
What is Strategic Doing?

- Identify Existing Assets
- Link and Leverage to Create NEW Opportunities
- Build NEW Narratives
- Build Trust
- Empower
- Turn Conversations into Action!
What is Strategic Doing?

- Used to develop & implement strategy
- Based on collaboration and open networks
- Asset based (using what you have)
- Leads to shared, measurable outcomes and a roadmap to follow
What is Strategic Doing?

- **Strategic Doing is a strategy discipline designed for open, loosely connected networks**
- **Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and make adjustments along the way**
- **Strategic Doing turns Conversations to Action!**

In 2011, a group of Strategic Doing practitioners from all over the country gathered at Indiana’s Turkey Run State Park. They composed a credo, a set of beliefs that drive our work.

1. We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations.

2. No individual, organization or place can build that future alone.

3. Open, honest, focused and caring collaboration among diverse participants is the path to accomplishing clear, valuable, shared outcomes.

4. We believe in doing, not just talking—and in behavior in alignment with our beliefs.
Organizational Structure
How do people/organizations/businesses get things done?

1. Talk in pairs or groups of three
2. Describe an organization or business you have worked for
   a. How was the organization/business set up?
   b. What was their organizational structure?
   c. Who made decisions and how were they made?
New ways of Thinking, Behaving, & Doing

The NEW economy, the NEW system

Why does it work?
New ways of **Thinking**, Behaving, & Doing

Hierarchies are being replaced by networks
New ways of **Thinking**, Behaving, & Doing

The OLD System (Strategic Planning)
New ways of **Thinking**, Behaving, & DOING!

The NEW System (Linking, Leveraging, and Aligning)
New ways of **Thinking**, Behaving, & Doing

The old system is being replaced by a new, more agile system
Downtown Revitalization

How can we improve our downtown? What can we do to make it into a place that people want to spend time?

1. Split into 4 groups
2. Write down your assets/skills
3. Brainstorm downtown revitalization projects you could do based on the skills/assets you have
   a. Come up with at least 1 project idea
New ways of Thinking, **Behaving**, & Doing
New ways of Thinking, **Behaving**, & Doing
New ways of Thinking, Behaving, & **Doing**

Building Trust
Think/Do Cycles

What’s next?
New ways of Thinking, Behaving, & **Doing**