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!
ACTIVITY

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

Why does it work?
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

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

Diagram showing a cycle of interactions involving Trust, words, and actions.
New ways of Thinking, Behaving, & **Doing**

Building Trust

Think/Do Cycles

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

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**What's next?**

**Where are we going?**
- Outcomes
- Link, Leverage & Align

**How will we get there?**
- Pathways

- **What’s our 30/30?**
- **What will we do?**
- **What should we do?**
- **What could we do?**
Before you start...

Rule 1: Create and maintain a safe space for deep, focused conversation
Strategic Doing Steps

Before you start...

Rule 2: Frame a conversation around an appreciative question

Strategic Doing // Cycle

- What could we do?
- What should we do?
- What’s our 30/30?
- What will we do?
Strategic Doing Steps

Rule 3: Uncover hidden assets that people are willing to share
Strategic Doing Steps

What could we do?

Rule 4: Link and leverage your assets to create new opportunities

Strategic Doing // Cycle

What could we do?

What should we do?

What’s our 30/30?

What will we do?

The Process
Strategic Doing Steps

Rule 5: Rank all your opportunities to find your “Big Easy”
Strategic Doing Steps

What should we do?

Rule 6: Convert your Big Easy into an outcome with measurable characteristics (Where you are going)
Strategic Doing Steps

What will we do?

Rule 7: Define at least one Pathfinder Project with guideposts (How you will get there)
Strategic Doing Steps

What will we do?

Rule 8: Draft a short term action plan with everyone taking a small step
Strategic Doing Steps

What’s our 30/30?

Rule 9: Set a 30/30 meeting to review your progress and make adjustments
What's our 30/30?

Rule 10: Nudge, connect and promote relentlessly to build your new habits of collaboration.
New ways of Thinking, Behaving, & Doing

Building Trust
Think/Do Cycles

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

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- What will we do?