

Strategic Doing Pack

Workshop Name _____
Workshop Date _____
Workshop Location _____

Knowledgekeeper _____ email _____

Table Guide _____ email _____

Table Guide Tips

Frame the conversation around an appreciative question.

- Start by reiterating the framing question.
- Ask the group if they have any questions.
- Ask them to read the Strategic Doing Credo.

Your Notes

Where are we going?

Outcomes
Link, Leverage
& Align

How will we get there?

Pathways

Framing Question:

Strategic Doing Credo

We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations. No individual, organization or place can build that future alone. Open, honest, focused and caring collaboration among diverse participants is the path to accomplishing clear, valuable, shared outcomes. We believe in doing, not just talking—and in behavior in alignment with our beliefs.

Document who is at your table and identify assets. What assets do we have today that we can build on? What assets do we need?

 25 min

Provide your name, and affiliation so the knowledge keeper can record it. What assets at the table are present and available? That is, what assets do you have that would be willing to commit? Assets can be people, connections, resources, experience with related projects, equipment, skills, etc.

Name	Affiliation & Contact Info	Asset(s)
William	Planning Commission abc@dfs.com	Retired school teacher; Planning Commissioner; church volunteer
Susan	Downtown Business Association	Small business owner; Rotary club member; Community Emergency Response Team member
Pascal	None	Army veteran (Iraq); Community College Student; entrepreneur

Table Guide Tips

*Document who is at the table and **uncover hidden assets** people are willing to share.*

- Send the Knowledge’s packet around and have people write their name and contact info.
- Ask each person to spend a SHORT time talking about themselves and sharing 1-2 assets.
- Cut people off if necessary so no one dominates.
- Remind people only to share assets that are **present & available** (something you possess and can use without someone else’s permission).
- **Asset types:** Physical Assets, Networks/Connections, Institutions/Organizations, Skills or Communication

Your Notes

Mary	None	Recent transplant; background in real estate
Cindy	ArtSpeaks!	Director of local not-for-profit; artist; mother of two middle school students

What **opportunities** emerge when we link and leverage our assets in new ways?

 20 min Build from assets that were identified in the previous step. Ask questions like “what would it look like?” or “what if we...?” Reference the Playbook and Action Plan handout for ideas.

<p>Table Guide Tips</p> <p><i>Link & leverage your assets to create new opportunities.</i></p> <ul style="list-style-type: none"> • This is where the creative process starts! • This is brainstorming – think big, there are no bad ideas, get as many ideas out as possible. • This is asset-based: create opportunities based on assets identified on the previous page. • You may have to prime the group with some ideas. • Ask probing questions: “tell me more about what that would look like...” 	<p>Opportunities</p>
<p>Your Notes</p> <hr/>	<p>We could use Susan’s connections with the Rotary and Pascal’s leadership and entrepreneurship experience to start a regional Map Your Neighborhood initiative.</p> <p>We could use William’s influence with the Planning Commission and City Council to propose amending the zoning code to address the tsunami hazard.</p> <p>We could explore linking church, service and student groups across the region in quarterly “in-service to the region” days where volunteer groups in multiple jurisdictions coordinate working on risk reduction projects in their respective communities. Maybe we could even make it a friendly competition with prizes for the best project.</p> <p>We could organize a local speaker series to educate business owners, lenders, insurance agents, non-profits, and other tourism aligned entities and organizations about continuity of operations planning.</p> <p>We could explore developing a regional currency.</p> <p>We could investigate opening an entrepreneurship center and flexible co-working space that could serve as local business recovery center after a disaster.</p>

Describe **three to four** exciting opportunities.

 **20 min** Narrow the ideas you brainstormed about the **three or four** top choices that connect your assets and most effectively achieve plan goals. How would you describe each opportunity in one or two phrases?

Opportunity	Description
Regional Map Your Neighborhood Initiative	Identify one neighborhood in each city on the south coast willing to complete FEMA’s Map Your Neighborhood program.
Entrepreneurship and business recovery center	Work with Oregon RAIN and local development community to establish a rural entrepreneurship and business recovery center.
Continuity of operations speaker series	Identify business owners/groups throughout the region and offer a series of continuity of operations trainings and resources.
Regional “In-Service” days	Get commitments from all of the large cities to co-sponsor quarterly “In Service to the Region” events focused on risk reduction.

Table Guide Tips
Narrow the list down and describe the opportunities in more detail.

- This is the first step in starting to close in on an opportunity the group wants to pursue together.
- Ask the group which of the ideas they just generated they’d be most excited to work on.
- Once you’ve got 3-4 opportunities, ask the group to describe what they are thinking in more detail.

Your Notes

Which opportunity is our “Big Easy”?

 25 min

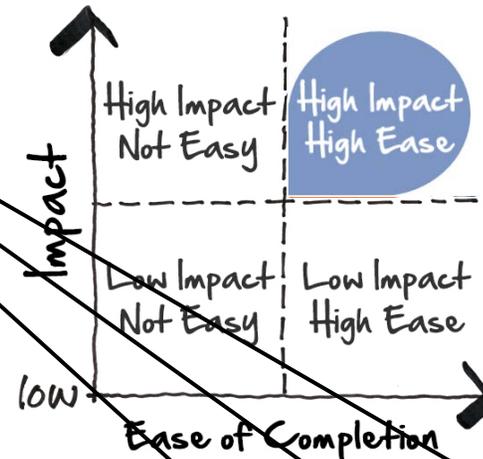
Table Guide Tips

Rank all your opportunities to find your “Big Easy.”

- Ask everyone to write down their personal votes for each opportunity in their packet.
- Next, have everyone hold up their hand to vote – knowledge keeper should add up everyone’s vote in for each cell.
- Sum up the ease and impact cells for each opportunity and write that in the Total column
- The opportunity with the highest score is you “Big Easy.”
- If there are big discrepancies in people’s scores, ask them to elaborate on why they picked these numbers.
- **Voting Reminder:**
 - 1 = LOW Ease (it will be hard to do) and LOW Impact
 - 5 = HIGH Ease (it will be easy to do) and HIGH Impact

Your Notes

Your “Big Easy” is the opportunity that best combines ease with impact reaching your opportunities. Rank the ease and impact of the three opportunities from the previous page from 1 to 5 (with 1 being hardest/least impact, and 5 being easiest/most impact in achieving plan goals) to find your “Big Easy.” There’s no “perfect” timeline for your Big Easy. It might be somewhere between 60-180 days.



	Opportunity	Ease	Impact	Total
1				
2				
3				
4				

List success characteristics of your “Big Easy.” How would you measure them?

 15 min

How will you know when you have achieved your “Big Easy?” Describe the expected outcome of achieving the Big Easy and narrow down even more to describe some characteristics and metrics of that outcome. How will the world look and feel different when you’ve achieved your Big Easy?

Table Guide Tips

Convert your Big Easy into an outcome with measurable characteristics.

- Tell the group that we need to define some success characteristics and metrics so we’ll know when we’ve achieved the Big Easy.
- Start by asking people to describe how the world will look and feel different once the Big Easy is achieved.
- Next, start to ask people to describe specific characteristics and metrics – don’t worry too much about what goes in what column. You can sort that out later.

Your Notes

Big Easy	Outcome(s)	Characteristic	Success Metric
Regional “In-Service for Risk Reduction” days	Regional commitment to work cooperatively on projects that reduce local risks, get community members and groups engaged, and raise awareness and excitement	Reduced risk in communities	# of risk reduction projects completed
		Engaged communities and community members	# of engaged participants
		Excitement, “buzz,” and sense that things can be done to address hazards	# of news stories about events # of local donations made for projects

Who's not in the Room that needs to be?

5 min

Who else should we engage to make the Big Easy Successful?

Name	Affiliation	Who Will Contact? By When?

Table Guide Tips

Take a moment to note any critical players that might need to be involved to help achieve the Big Easy.

- Don't dwell very long on this because the point of the Big Easy is that you can do it with the assets everyone at the table brings to the table.

Your Notes

Define your **Pathfinder Project** and related **Milestones**?


20 min

Your **Pathfinder Project** moves you toward your desired outcome: The Big Easy. In some cases, your Pathfinder may take you directly to your Big Easy. The Pathfinder Project should be the logical first step towards your objective and should be something that can be accomplished in 90-120 days. **Milestones** are key steps that are critical to your success; defining these will help you stay on your path.

Table Guide Tips

Define a Pathfinder Project with guideposts.

- The Pathfinder Project is the first step or phase towards achieving your Big Easy.
- It should be something the group can reasonably complete in the **next 90-120 days**, using only the assets each person brings to the table.
- If the idea is something that can be done by one person in a short time period, your focus is probably too narrow.
- Once you've identified an appropriately-scaled project, break it down into major milestones and assign dates to those milestones.

Your Notes

Pathfinder Project	Milestone	By When?
Assess the feasibility of the idea by contacting local church, service clubs, and student leaders in the region and inviting them to participate in a conference call or webinar to learn more about the Regional "In-Service for Risk Reduction" days initiative.	Lists of groups and leaders from across the region (15-30)	December 15
	Initial phone call contacts	January 7
	Conference call save the date and invitation	January 15
	Create power point and "pitch"	January 21
	Hold conference call/webinar	January 30
	Follow up calls to contacts	February 7

Developing an **Action Plan**



15 min

An **Action Plan** is a strategy for what each of you will do in the next 30 to 90 days. The more clearly you understand where you want to go, the more clearly you can see your next steps.

Person	Will	By When
Cindy	Set up a conference line and webinar account	Dec 15
Susan	Get lists of service groups and contacts	Dec 7
Pascal	Put together an Eventbrite invitation	Jan 1
Mary	Work on the power point	Dec 15
William	Get list of local pastors and church leaders	Dec 7
Pascal	Get list of student groups (including high schools)	Dec 7
Cindy	Call 10 of the service group contacts	Jan 5
Pascal	Call 10 of the student group contacts	Jan 7
William	Call 10 of the faith group contacts	Jan 7

Table Guide Tips

Draft a short-term action plan with everyone taking on at least one small task.

- Tell the group this is the DOING part of Strategic Doing.
- In the next 30ish days, each person needs to commit to at least one task.
- Ask everyone to volunteer for at least one task that relates to the assets they bring to the table.
- If nobody jumps up to volunteer, the table guide can start by volunteering for a task to get the ball rolling.

Your Notes

Schedule your **Next Meeting**



“A rolling stone gathers no moss.” Designate a time to review your 30/30—What did we do that past 30 days? What did we learn? What do we want to do next?. Success comes from specifics—When will you meet? Where? How will you stay in touch? Who will be responsible for convening the group?

<p>Table Guide Tips</p> <p>Set a time for your next meeting (your “30/30 meeting”). This meeting will be to review your progress, make course corrections, and set new tasks.</p> <ul style="list-style-type: none"> You MUST establish a meeting time now – no Doodle Polls or “I’ll get back to you.” Pick a time and get it on everyone’s calendar. 	<p>Table Guide Tips</p> <p>Your Notes</p>	<p>February 2017</p> <table border="1"> <thead> <tr> <th>Day</th> <th>Friday</th> <th>Saturday</th> </tr> </thead> <tbody> <tr> <td>3</td> <td></td> <td>4</td> </tr> <tr> <td>10</td> <td></td> <td>11</td> </tr> <tr> <td>17</td> <td></td> <td>18</td> </tr> <tr> <td>24</td> <td></td> <td>25</td> </tr> </tbody> </table>	Day	Friday	Saturday	3		4	10		11	17		18	24		25
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3		4															
10		11															
17		18															
24		25															

Next Meeting:

Date: _____

Time: _____

Location: _____

Convener: _____

Contact: _____

Tentative Agenda

What did we do that past 30 days?

What did we learn?

What do we want to do next?.

When will we meet again?

Fill in your **Strategic Doing Map**

 10 min

If you don't know where you are going, any road will take you there. As a final step, fill in the **Strategic Doing Map**. This will serve as a summary of your process today.

