



Strategic Doing 101

An Introduction to The Strategic Doing
Framework



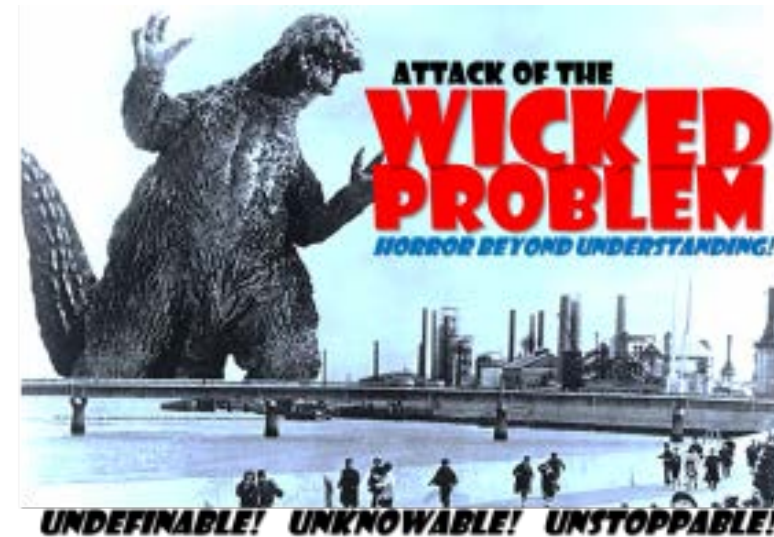
Agenda

- 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????



Setting the Stage



What is Strategic Doing?

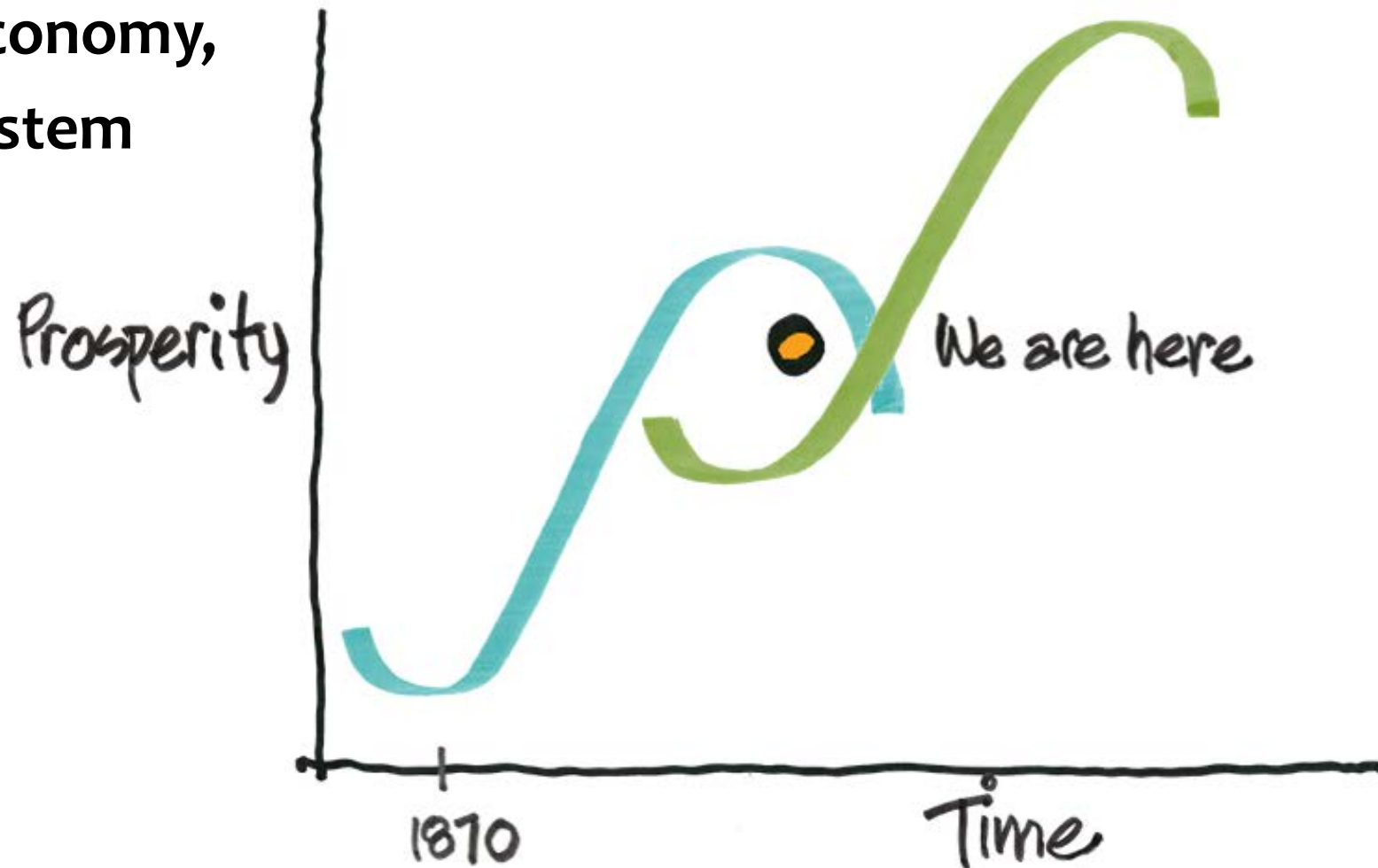
- Identify Existing Assets
- Link and Leverage to Create NEW Opportunities
- Build NEW Narratives
- Build Trust
- Empower
- Turn Conversations into Action!



Setting the Stage

New ways of Thinking, Behaving, & Doing

The NEW economy,
the NEW system



Why does it work?



ACTIVITY

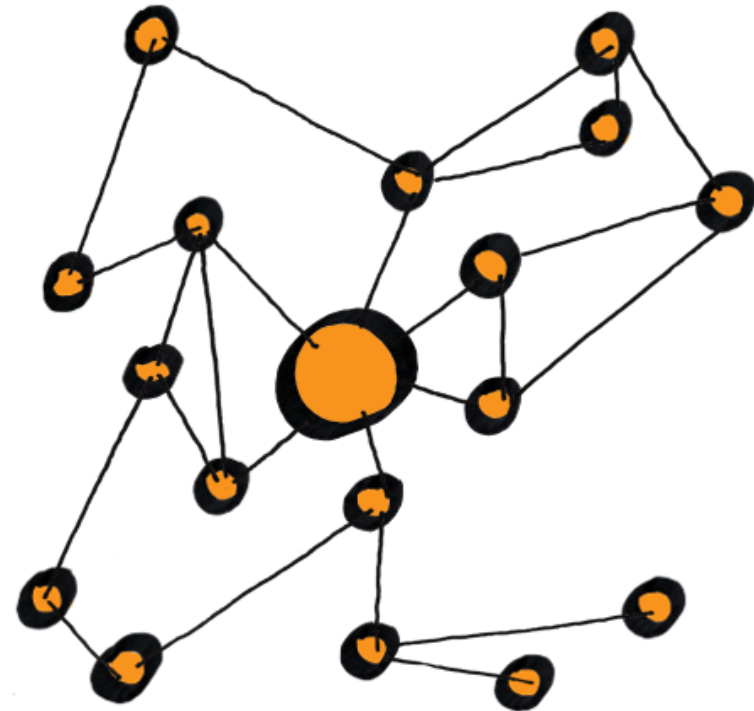
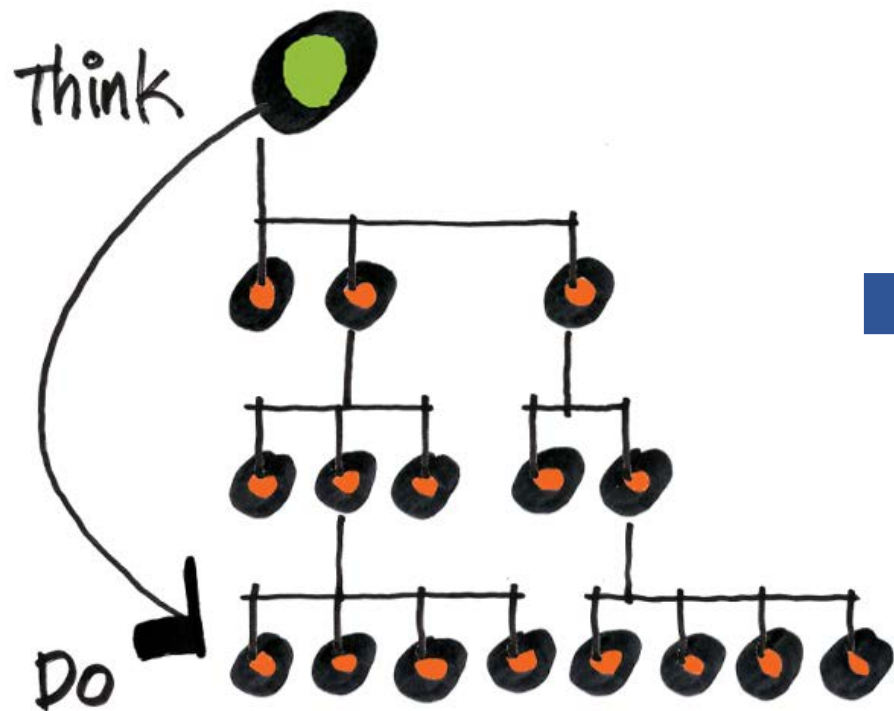
Organizational Structure

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

Hierarchies are being replaced by networks



Why does it work?

New ways of Thinking, Behaving, & Doing

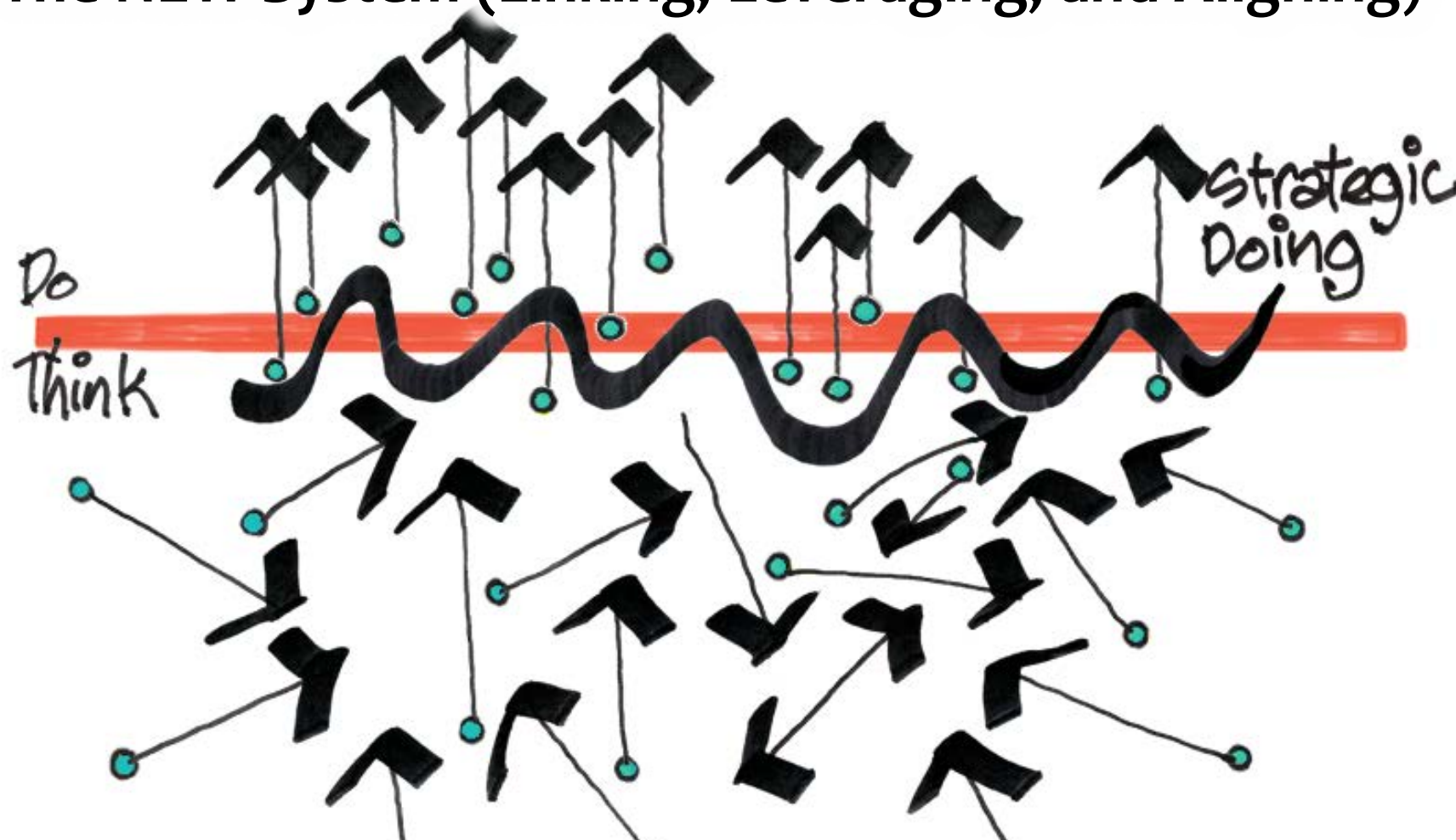
The OLD System (Strategic Planning)



Why does it work?

New ways of Thinking, Behaving, & DOING!

The NEW System (Linking, Leveraging, and Aligning)



Why does it work?

New ways of Thinking, Behaving, & Doing

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



Why does it work?



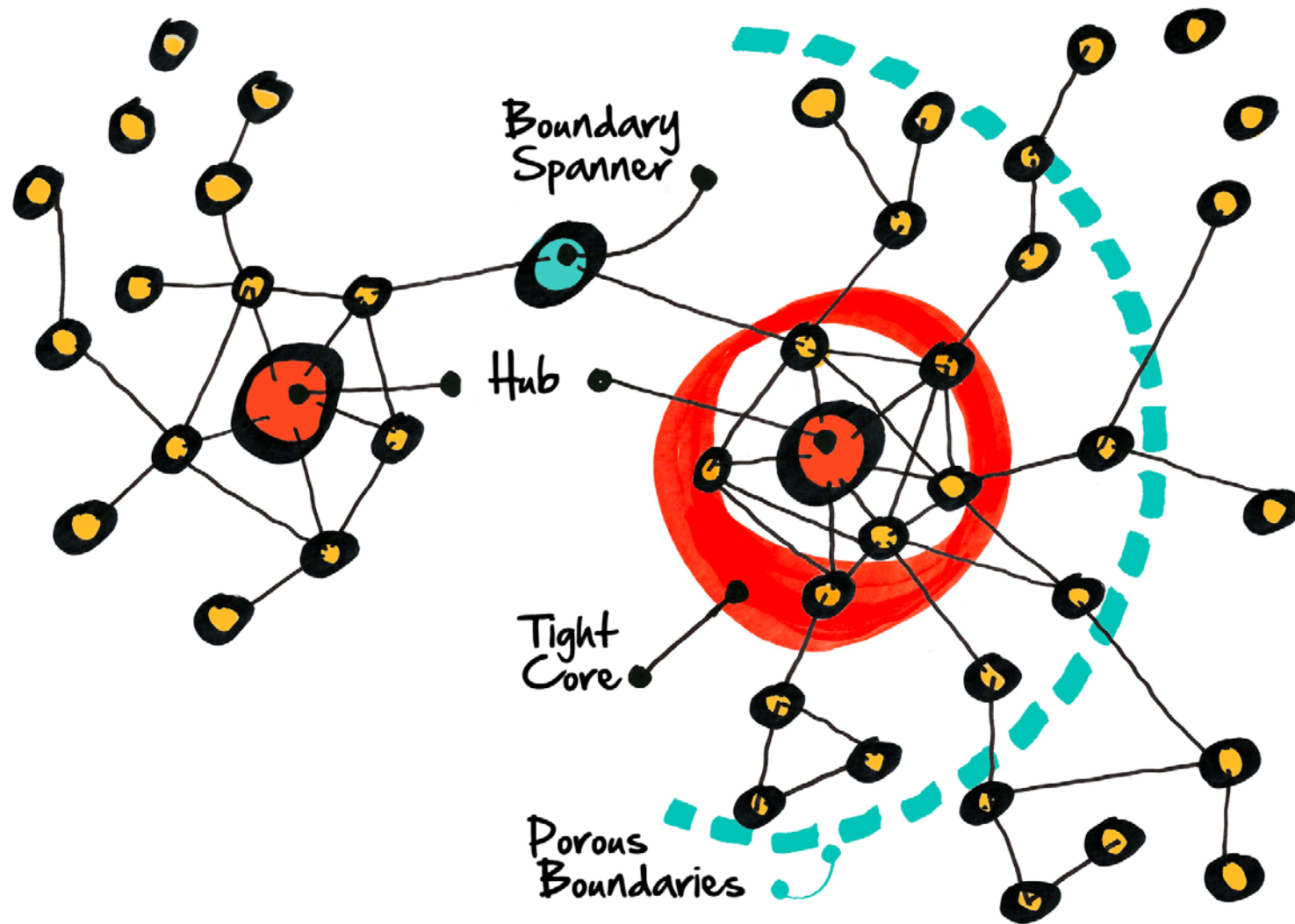
ACTIVITY

Downtown Revitalization

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

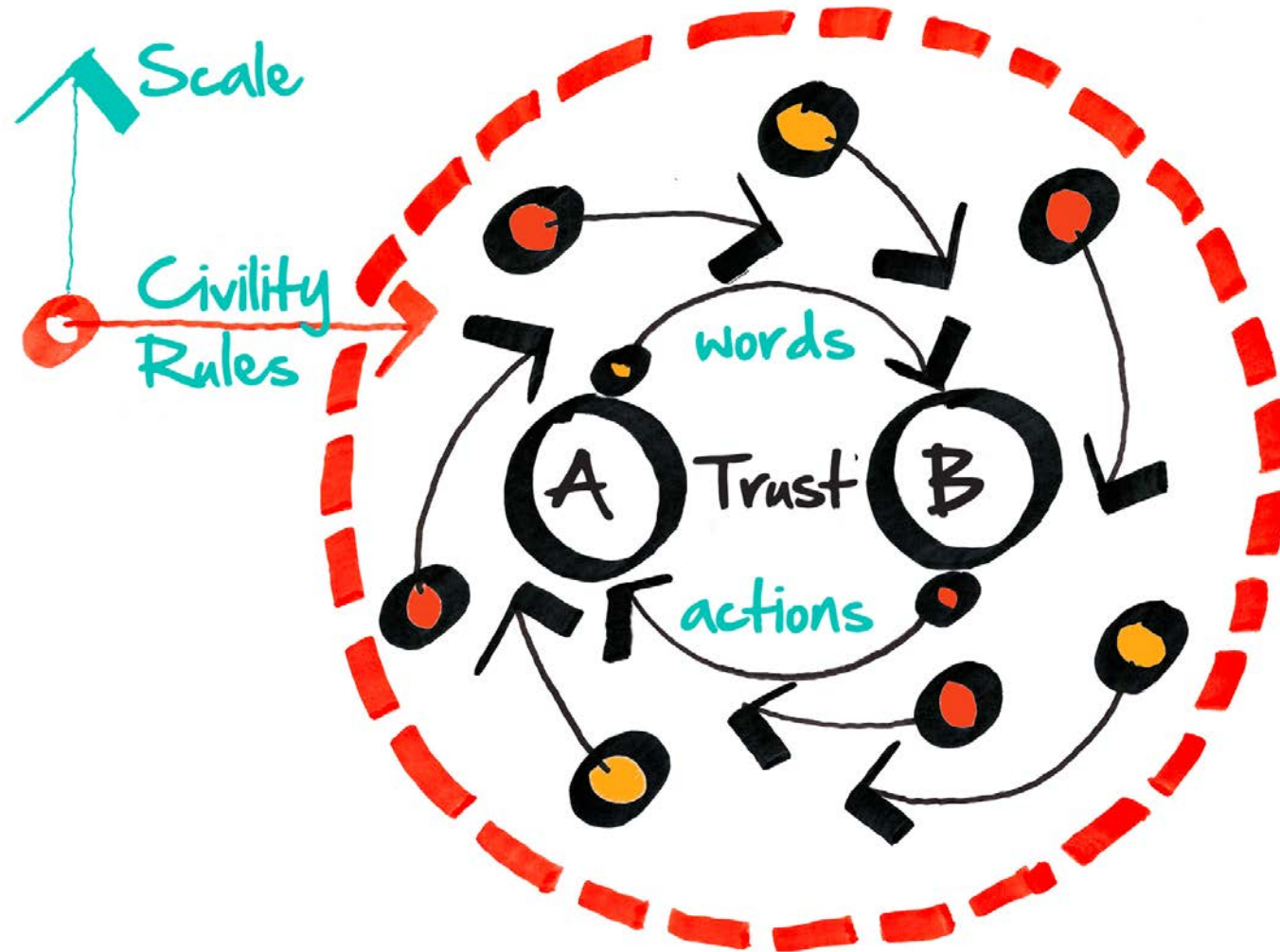
1. Split into 4 groups
2. Write down your assets/skills
3. Brainstorm downtown revitalization projects **you could do** based on the **skills/assets you have**
 - a. Come up with at least 1 project idea

New ways of Thinking, Behaving, & Doing



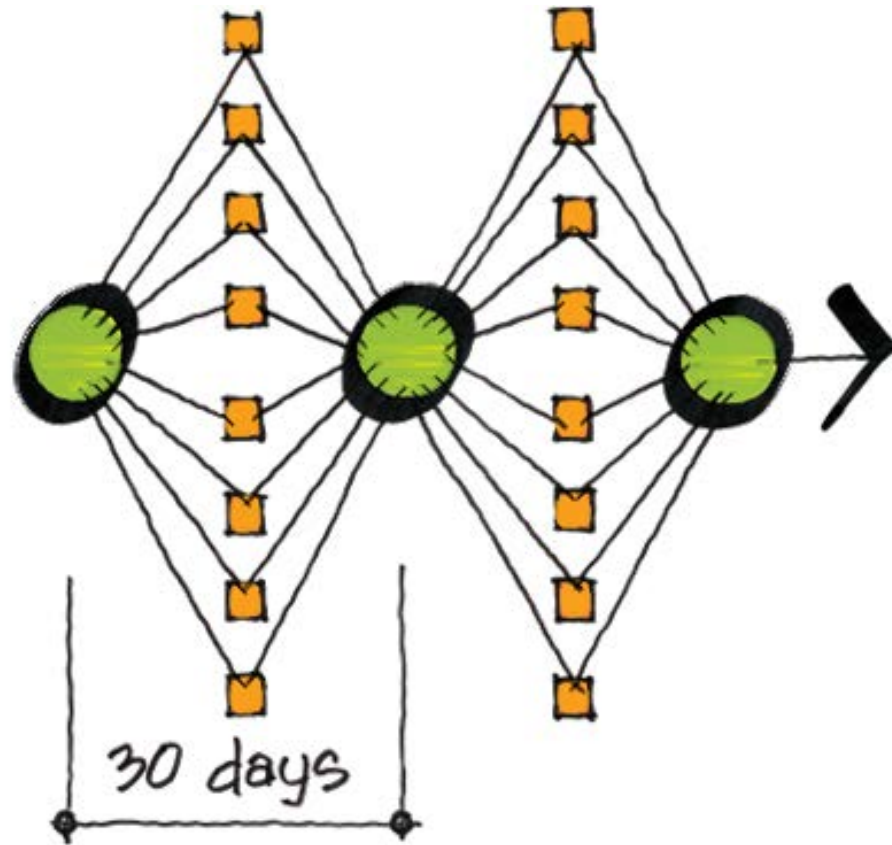
Why does it work?

New ways of Thinking, Behaving, & Doing



Why does it work?

New ways of Thinking, Behaving, & Doing



Building Trust
Think/Do Cycles



What's next?

New ways of Thinking, Behaving, & Doing

Where are we going?

Outcomes
Link, Leverage
& Align



How will we get there?

Pathways

What's next?