



Strategic Doing™

Do More Together.



What is Strategic Doing?

- ▶ Strategic Doing is a protocol, a collective discipline to form collaborations quickly, move them toward measurable outcomes and make adjustments along the way.
- ▶ Pioneered by Purdue University, Strategic Doing is designed for open, loosely connected networks.
- ▶ The approach emphasizes experimentation and shared learning by doing.

Why is this it important?

- ▶ Conventional approaches to strategy were designed for hierarchies, not networks.
- ▶ Increasingly, organizations involve collections of teams in which traditional command and control does not work.

How do people use it?

- ▶ Purdue is now helping teams move a wide range of complex collaborations, including:
 - ▶ Universities that are accelerating engagement collaborations
 - ▶ Faculty teams that are redesigning engineering education
 - ▶ Leaders in rural communities searching for new ways to generate wealth
 - ▶ Companies learning to accelerate innovation with their suppliers
 - ▶ Community leaders rebuilding devastated inner city neighborhoods
- ▶ Strategic Doing is a discipline that is easy to understand and learn, but takes practice to master.



Following simple rules leads to a swarm...

Join our Strategic Doing network

We are all facing difficult, messy situations. Whether it is transforming undergraduate engineering education, reducing teenage homicide rates, or figuring out how to bridge the manufacturing skills gap, we are confronting complex, unprecedented challenges.

Conventional approaches to strategy are proving too slow, too expensive and too unproductive to be helpful. It is not surprising. Strategic planning is a discipline designed for hierarchical, top-down organizations.

Increasingly, our world does not work this way. Instead, we need to learn to design and guide networks. In these situations, no one can tell anyone else what to do.

Strategic Doing is designed specifically for these situations. Your university can become part of our international network of universities that are training students and professionals in these new disciplines.

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