



Options for learning about Strategic Doing

There are several ways to learn more about Strategic Doing, a process that enables civic leaders to form collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way.

Here are several options to choose from that will help you better understand this powerful process.

1. Video to watch: This is a [10 minute introduction](#) to Strategic Doing presented by Ed Morrison
2. [Booklet](#): the Strategic Doing Viewbook contains background about how the process was developed and has continued to expand, where it's being used, training options, etc.
3. Link: An article, [Accelerating Civic Innovation through Strategic Doing](#) - published June 2014 for the Stanford Social Innovation Review
4. Link: [Sample comments](#) showing how individuals respond to a Strategic Doing workshop
5. Links: Short videos explaining how others in universities view and use Strategic Doing, filmed at University Economic Development Association October 2014
[Strategic Doing Jim Woodell – APLU](#)
[Strategic Doing Derek Hunt – University of North Carolina](#)
[Strategic Doing Dion Jackson – University of Southern California](#)
[Strategic Doing Carmel Ruffolo – University of Wisconsin](#)
[Strategic Doing Dr. Scott Hutcheson – Purdue](#)
6. Link: TREES OF CHANGE - How Strategic Doing is taking root in the recovery of Flint, Michigan – [short intro video](#)
7. Link: This video from the [Florida Strategic Doing team](#) touches on the simplicity of Strategic Doing and how the basics can be taught by playing Strategic Doing: the Game
8. Visit our blog site for more information about the many ways SD is being used: <http://strategicdoing.net>
9. Link: [Our Purdue Center's website features Strategic Doing](#) as one of the Signature Programs
10. Strategic Doing was selected as the process used to develop action plans for 25 universities as they transform their undergraduate engineering education programs. This [short video](#) shows the excitement and what could be accomplished in just a few hours. (This program is

through Pathways to Innovation, an initiative sponsored by the National Science Foundation and managed by Stanford and VentureWell (formerly NCIIA.)

11. There are many testimonials available that validate the Strategic Doing process. Here is one from the Pathways program through Stanford/NSF/VentureWell:

The Strategic Doing (SD) approach might be one of the most effective ways of implementing change on campus. It effectively replaces strategic planning, a traditional pathway. At UW-Milwaukee, we have been able to move forward ten projects related to I&E transformations of curricula and institutional culture using SD. It is outcome driven, but more importantly, it is adaptive. Our diverse team of faculty and administrators have pivoted many times because of the continuous feedback that we analyze and plug back in into the decision making process.

Ilya V. Avdeev, Ph.D.
Assistant Professor, Department of Mechanical Engineering
Director, Advanced Manufacturing and Design Laboratory (AMDL)
University of Wisconsin-Milwaukee

For more information about Strategic Doing, please contact Peggy Hosea, Purdue Center for Regional Development, at phosea@purdue.edu or 765.236.0955.

PURDUE
UNIVERSITY



CENTER FOR
REGIONAL
DEVELOPMENT

PCRD.PURDUE.EDU