



StrategicDoing™

Do More Together.

Ten Rules of Strategic Doing

20 September 2018

Wyoming Working Together

Ten Rules of Strategic Doing, Rule 1

Strategic Doing // Cycle

Before you
start...

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



*We will behave in ways
that build trust &
mutual respect.*



Psychological Safety

Be interested in each other as people.

Respect each other's assets.

Don't rejection someone for being themselves or stating what they think.

Believe that others have positive intentions.

Seek and give feedback to one another.

Obtain and provide help or expertise to one another.

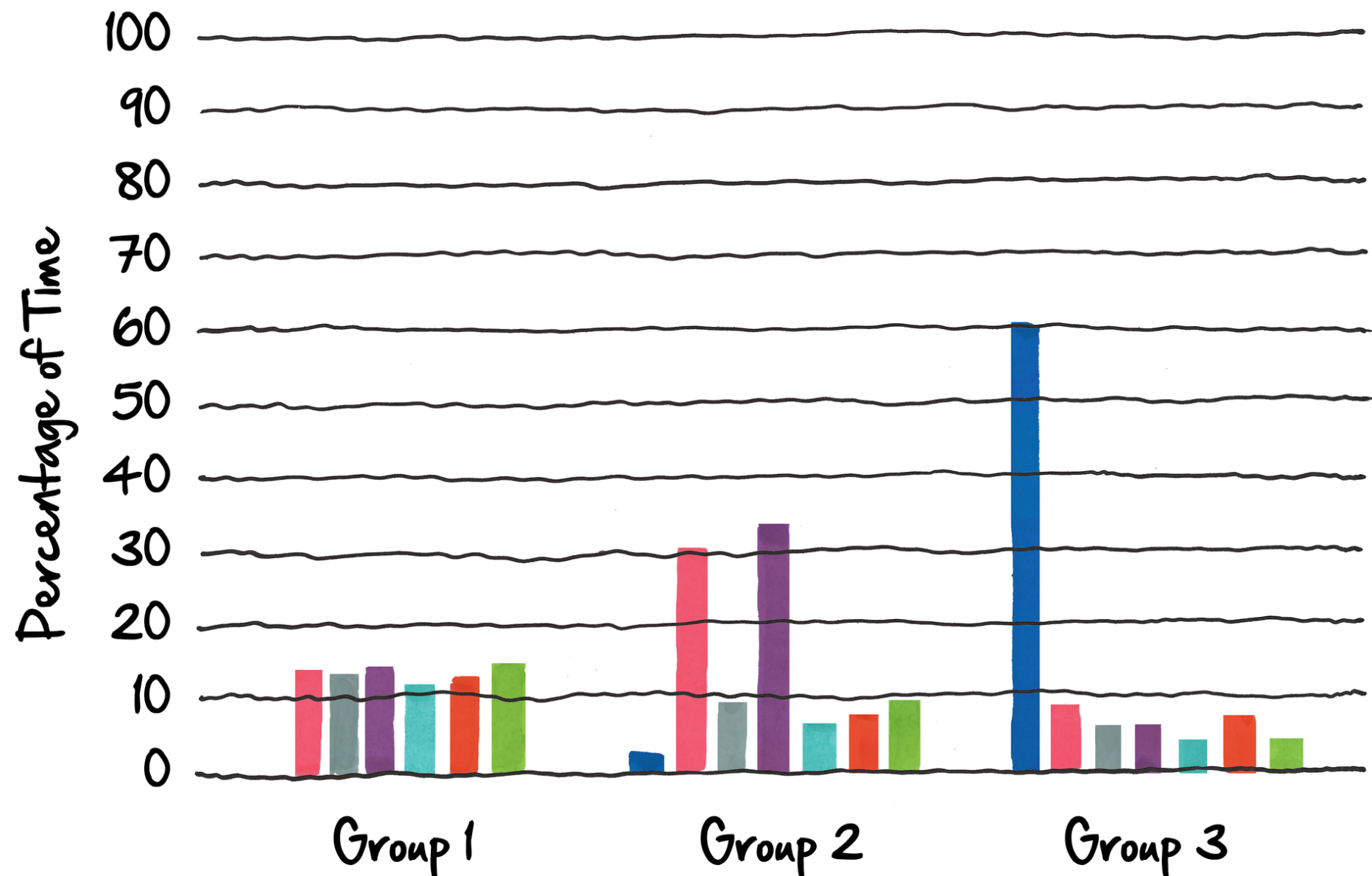
Be willing to experiment.

Be willing to making changes and improvements (vs. avoiding change or sticking with a course of action for too long).

Deal with conflict or confrontation constructively.

Amy Edmonson, PhD
Harvard Business School

Equity of voice in collaborations



Keil, J., Stober, R. Quinty, E. Molloy. B. Hooker. N. (2015). *Identifying and analyzing actions of effective group work.*

Ten Rules of Strategic Doing, Rule 2

Strategic Doing // Cycle

Before you
start...

Rule 2: Frame a
conversation around
an appreciative
question



[1] WHAT COULD WE DO TOGETHER?



KNOWLEDGE KEEPER

EMAIL

TABLE GUIDE

EMAIL

RULE 1: Create and maintain a safe space for deep, focused conversation.

RULE 2: Frame a conversation around an appreciative question.



FRAMING QUESTION
Imagine that housing needs are aligned with policy, planning, and the market. What does this look like in the Prosperity Southwest Wisconsin region?

Ten Rules of Strategic Doing, Rule 3



Strategic Doing // Cycle

What
could
we do?

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



Ten Rules of Strategic Doing, Rule 3

- The asset has to be present within the network
- The person with the asset has to be willing to share it

Ten Rules of Strategic Doing, Rule 4



Strategic Doing // Cycle

What
could
we do?

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

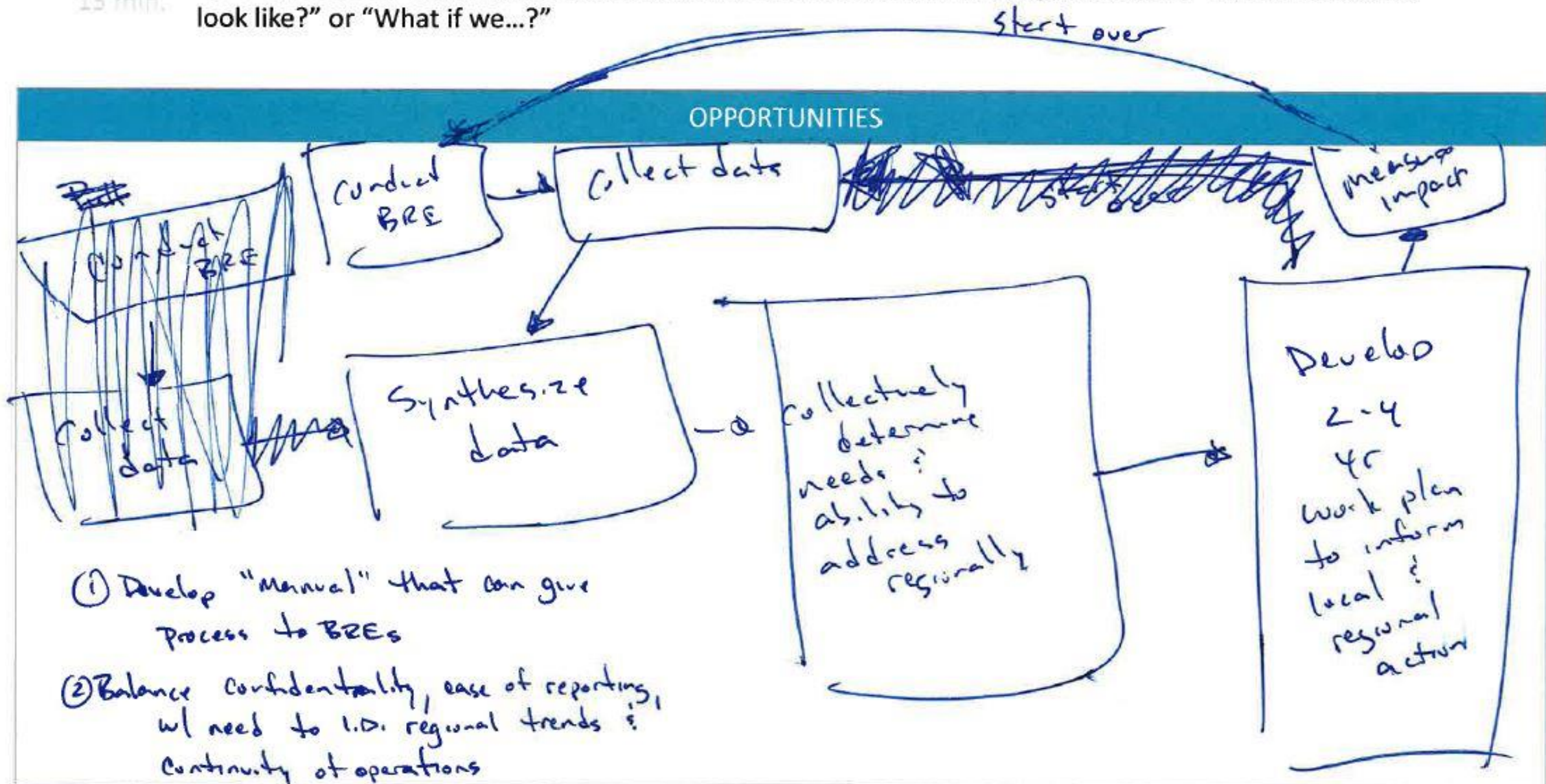


Ten Rules of Strategic Doing, Rule 4

RULE 4: Link and leverage your assets to identify new strategic opportunities (Part 1).

15 min.

Quickly jot down connections that spring up from the discussion. Ask questions like "What would that look like?" or "What if we...?"



Ten Rules of Strategic Doing, Rule 4



1 – WHAT COULD WE DO TOGETHER?

Describe three exciting opportunities.



15 min.

Narrow the ideas you brainstormed about to the three top choices that connect your assets. How could you describe each opportunity in one or two phrases?

Opportunity	Description
Start an entrepreneurship speaker series	Identify potential entrepreneurs and offer them a series of educational/motivational sessions that connect them with faculty and business leaders who have been successful in starting a business
Proactive marketing through FB @ The Chamber.	<ol style="list-style-type: none"> 1) List of resources - share on FB 2) Articles on "Why B.J.?", Start business Develop messages 3) Post to town website
Get the business' to attend classes for startups, education, workshops,	<ol style="list-style-type: none"> 1.) Have the ^{mainstrat} classes more local. 2) Invite other communities 3) Legal obligations, mentoring venues 4) ^{for 1/2 hr - brown bag.} Fall to face
Recruit new businesses	<ol style="list-style-type: none"> 5) Succession planning in E.R. May 3rd 6) Press release to LTO & FYI 7) Posters to library 8) Set up educational series <p>Ad 5 Plant seeds - information Succession planning</p>

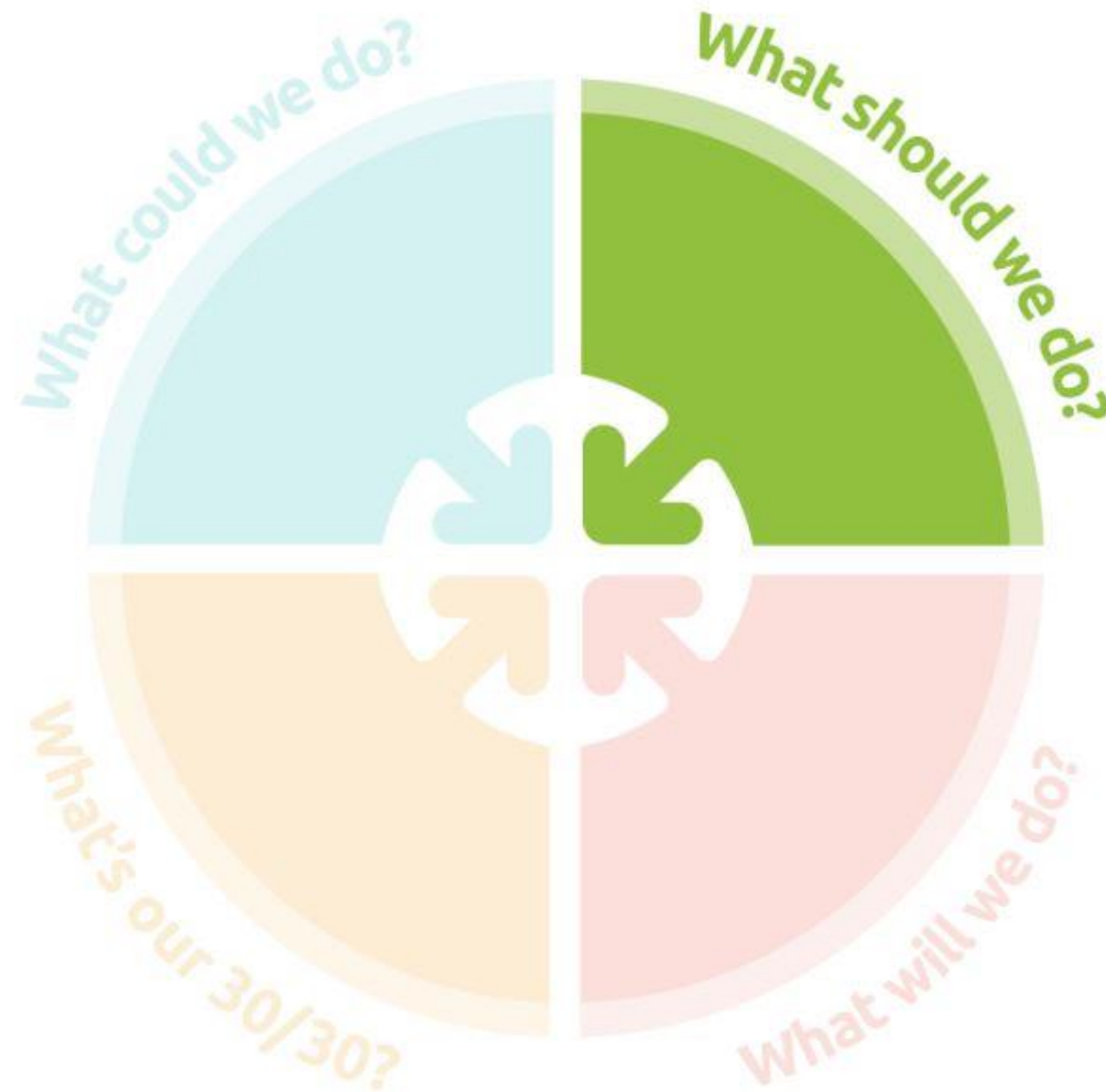
Ten Rules of Strategic Doing, Rule 5



Strategic Doing // Cycle

What
should
we do?

Rule 5: Rank all
your opportunities
to find your
"Big Easy"



Ten Rules of Strategic Doing, Rule 5

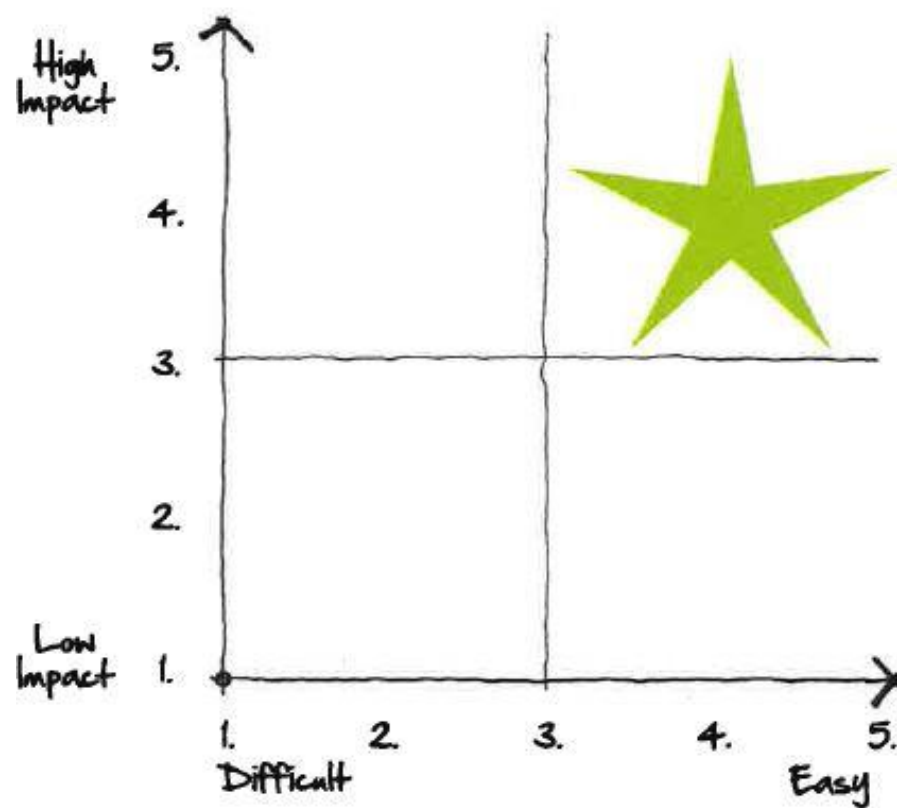


[1] WHAT SHOULD WE DO TOGETHER?

RULE 5: Rate all your strategic opportunities to find your “Big Easy.”

15 min.

Your “Big Easy” is the opportunity that best combines impact with ease. Rank the ease and impact of the three opportunities from the previous page. First, each person evaluates the potential impact of each opportunity if it was completely successful with 5 being high and 1 being low. Add everyone’s numbers. Next each person evaluates how easy or difficult each would be fully execute with 5 being easy and 1 being difficult. Add everyone’s numbers then total impact and ease scores for each opportunity to find your “Big Easy.”



OPPORTUNITY

1

2

3

	IMPACT	EASE	TOTAL
1	5	4	9
2	5	5	10
3	5	3	8

>> Use the next page to convert your “Big Easy” into an outcome

Ten Rules of Strategic Doing, Rule 6



Strategic Doing // Cycle

What
should
we do?

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



Ten Rules of Strategic Doing, Rule 6



2 – WHAT *SHOULD* WE DO TOGETHER?

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



30 min.

The metric you choose will help you know if you’re successful. If you cannot figure out how to measure the success of a given outcome, that outcome is too vague to be useful.

Opportunity	Outcome	Characteristic	Success Metric
An entrepreneurship speaker series	An engaged network of potential entrepreneurs with the opportunity to learn what works from successful entrepreneurs	Engaged students	# of students attending
		Engaged community of successful entrepreneurs	# of engaged, successful entrepreneurs
		Students taking follow up action	# of students taking formal I & E courses
INVENTORY AVAILABLE ENTREPRENEUR RESOURCES AND CATALOG AND PROMOTE RESOURCES AND ASSETS IN PSW REGION. CREATE DATABASE OF • STAKEHOLDERS • SERVICE PROVIDERS →	STAKEHOLDER KNOWLEDGE OF AVAILABLE RESOURCES AND A CLEARER UNDERSTANDING OF THOSE RESOURCES.	KNOWLEDGEABLE STAKEHOLDERS	COMPLETED COMPREHENSIVE INVENTORY W/FULL ACCESS BY STAKEHOLDERS
	BROADCAST/PROMOTE TO TARGET MARKET OF POTENTIAL SERVICE PROVIDERS	KNOWLEDGEABLE SERVICE PROVIDERS	SERVICE PROVIDERS HAVE FULL KNOWLEDGE & ACCESS TO RESOURCES & ARE PROMOTING THEM TO END-USERS.
	BROADCAST/PROMOTE TO TARGET MARKET OF END-USERS.	END-USERS IDENTIFIED	MULTI-POINT MARKETING MESSAGE CAMPAIGN DEPLOYED REVIEWED & UPDATED QUARTERLY BY PSW

Ten Rules of Strategic Doing, Rule 7



Strategic Doing // Cycle

What
will
we do?

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



Ten Rules of Strategic Doing, Rule 7



3 – WHAT **WILL** WE DO TOGETHER?

Define your guideposts and a Pathfinder Project.



10 min.

Guideposts are key steps that are critical to your success; defining these will help you stay on your path.



10 min.

Your Pathfinder Project moves you toward your outcome.

Guidepost	By When	Pathfinder Project
Develop the program details, including the budget	March 31	Develop the complete Entrepreneurship Speaker Series program, including details and presentation materials that will be necessary for the Dean's approval
Solicit support from the entrepreneurship club	March 31	
Recruit and engage speakers	May 1	
CREATE LISTS OF STAKEHOLDERS & SERVICE PROVIDERS DATABASES	MAY 21 19	• DEVELOP A DATABASE OF EDC STAKEHOLDERS AND SERVICE PROVIDERS WHO ARE UTILIZING A FUNDING & MENTORING MATRIX THAT'S AGGRESSIVELY PROMOTED THROUGHOUT THE PSW REGION.
CONDUCT RESEARCH TO IDENTIFY ALL AVAILABLE RESOURCES - FUNDING MATRIX & MENTORING	MAY 21 19	
DEVELOP A MARKETING & COMMUNICATION PLAN TO PROMOTE RESOURCES.	JULY 21	

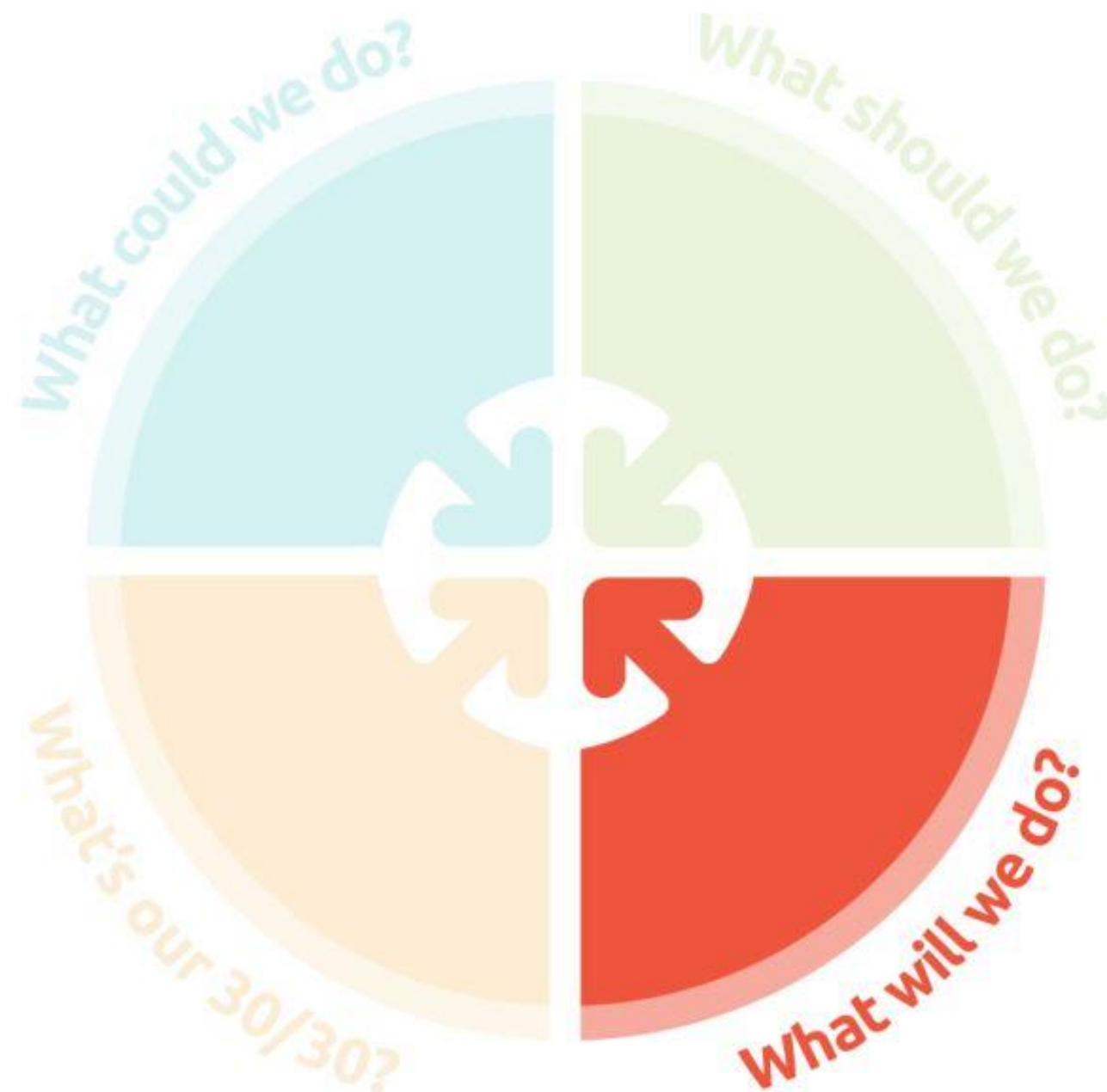
Ten Rules of Strategic Doing, Rule 8



Strategic Doing // Cycle

What
will
we do?

Rule 8: Set a 30/30 meeting to review your progress and make adjustments



Ten Rules of Strategic Doing, Rule 9



Strategic Doing // Cycle

What's
our
30/30?

Rule 9: Draft a
short term action
plan with everyone
taking a small step




Ten Rules of Strategic Doing, Rule 9



3 – WHAT **WILL** WE DO TOGETHER?

Develop an Action Plan

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

Person	Will	By When
Bill	Gain support from the entrepreneurship club	March 20
Susan	Research similar events at other universities	March 15
MARK	RESEARCH DATABASE TOOL	MAY 21 19
Brack	DATABASE CATEGORIES	MAY 21 19
MARK	FUNDING MATRIX	MAY 21 19
Jim	OUTLINE OF MAR/COM PLAN	MAY 21 19
MARK	CREATE A LIST OF EDO PRACTITIONERS	MAY 21 19
Brack ELA	CREATE NEW DROP BOX - UNIQUE TO THIS PROJECT	APRIL 30

Ten Rules of Strategic Doing, Rule 10



Strategic Doing // Cycle

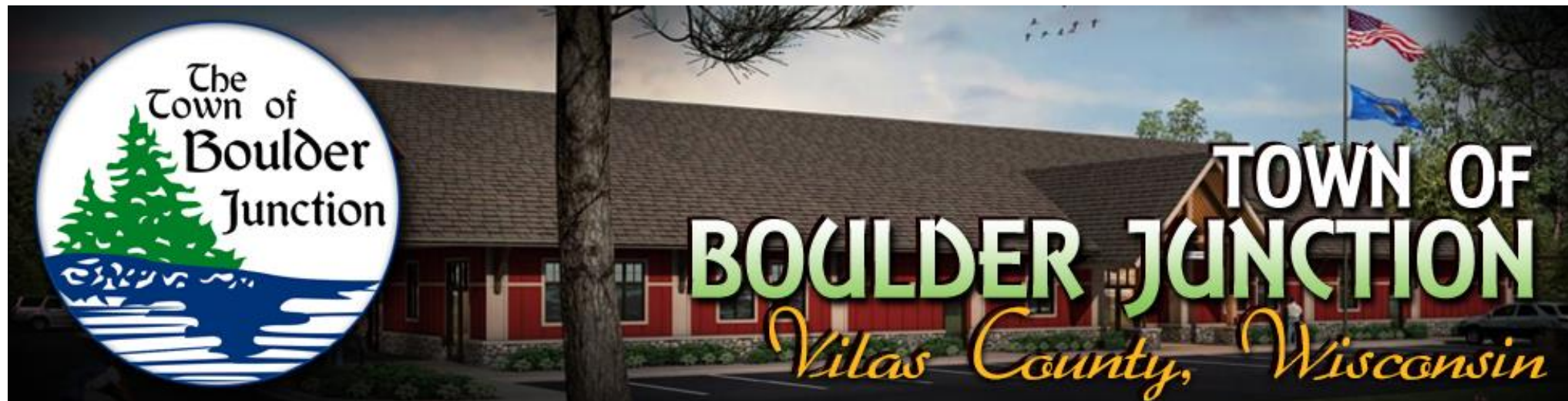
What's
our
30/30?

Rule 10: Nudge,
connect and
promote relentlessly
to build your new
habits of
collaboration



Ten Rules of Strategic Doing

Strategic Doing in Action (otherwise known as case studies)





Strategic Doing™
Do More Together.

Thank you!