



Strategic Doing™

Do More Together.

Strategic Doing: Leading Complex Collaborations

**A Brief Overview by
Dan Gerry**





Strategic Doing™

- What Strategic Doing Is
- Why It Matters In Today's World
- How It Differs From Strategic Planning
- What To Expect as a Participant





Strategic Doing™

Strategic Doing is a strategy discipline designed to address complex problems using open, loosely connected networks of people





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Do More Together.

In 2011, a group of Strategic Doing practitioners from all over the country gathered at Indiana's Turkey Run State Park. They composed a credo, a set of beliefs that drive our work.

1

We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations.

2

No individual, organization or place can build that future alone.

3

Open, honest, focused and caring collaboration among diverse participants is the path to accomplishing clear, valuable, shared outcomes.

4

We believe in doing, not just talking-and in behavior in alignment with our beliefs.

We are facing
complex,
tangled,
wicked
challenges



HOTT SPOT
GRILL

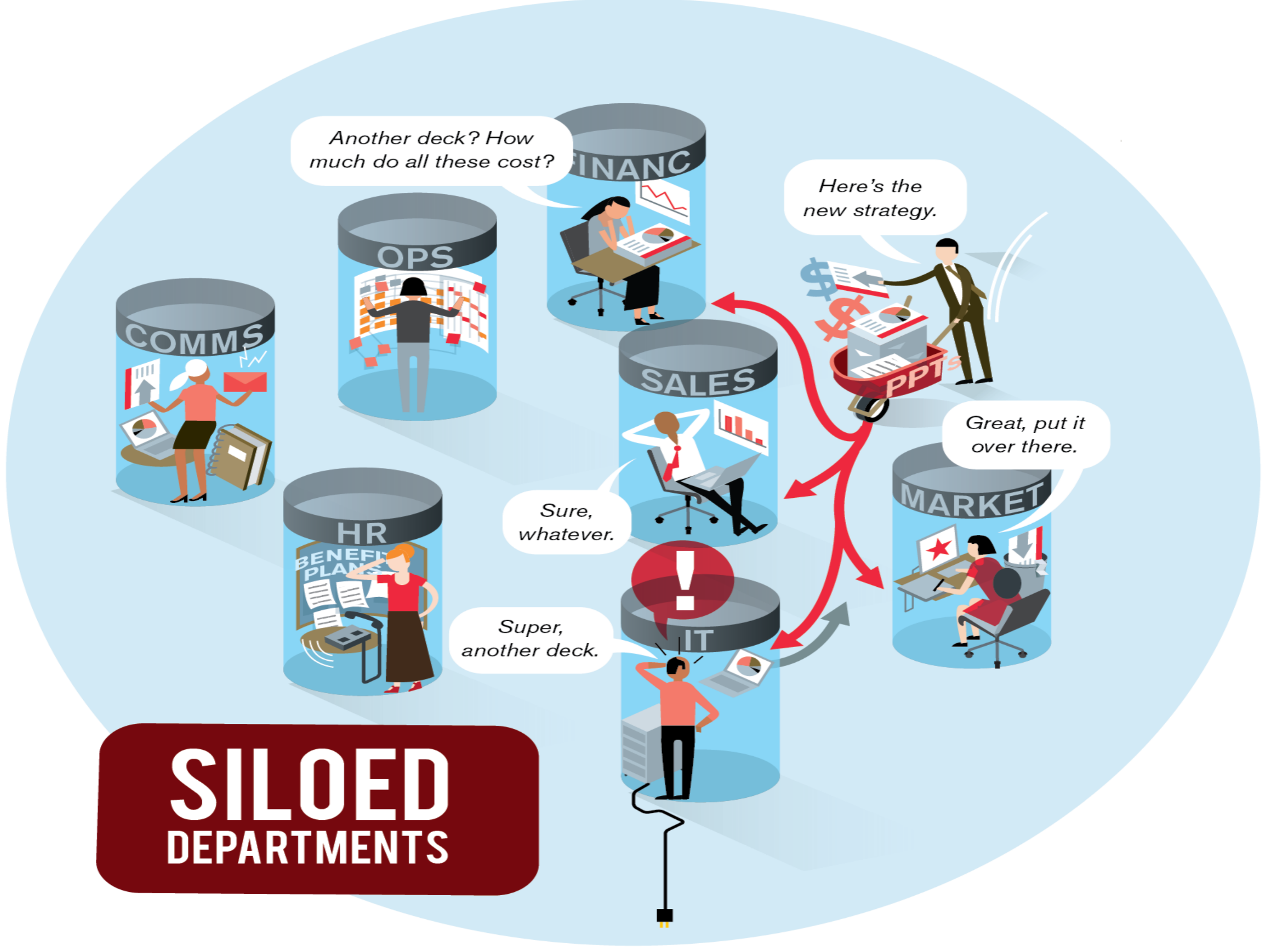
HOTT SPOT
GRILL

Main Street Market
Antiques
& Uniques

BAR

DAILY
SPECIALS





Another deck? How much do all these cost?

Here's the new strategy.

Great, put it over there.

Sure, whatever.

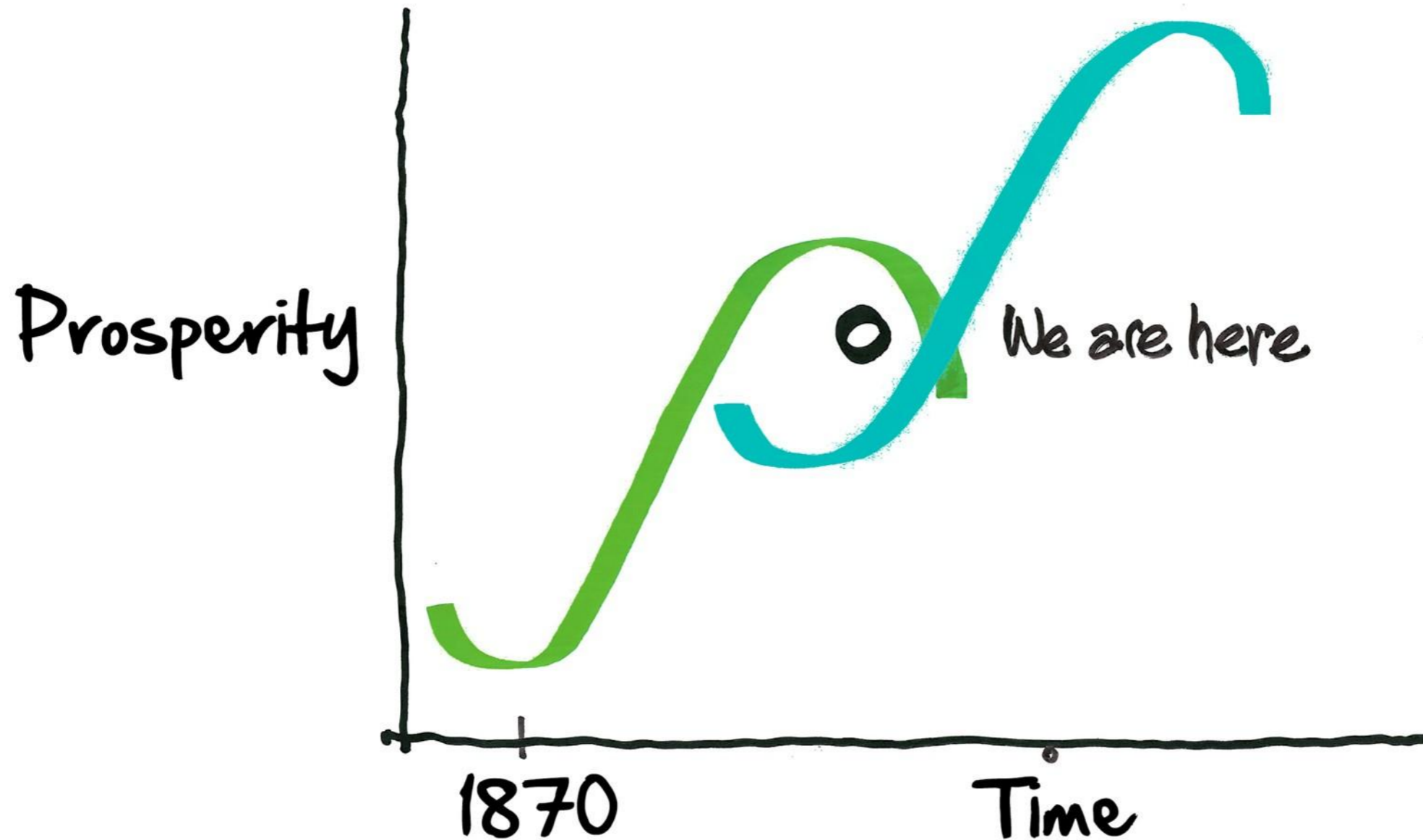
Super, another deck.

SILOED DEPARTMENTS



MENTAL HEALTH CRISIS

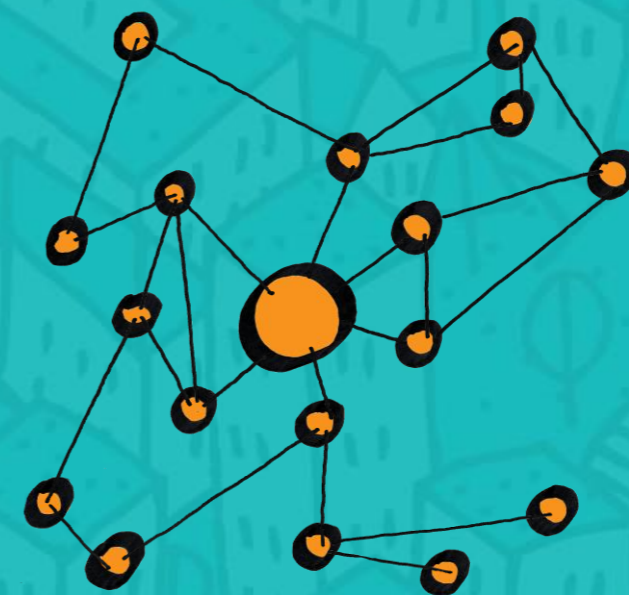
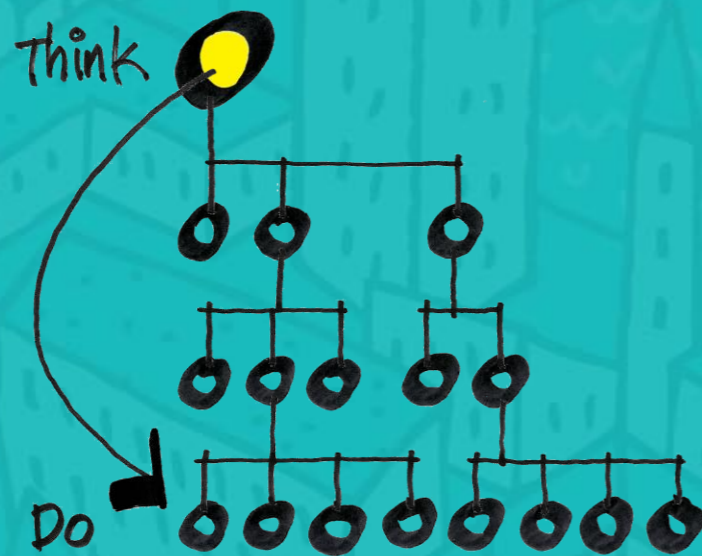
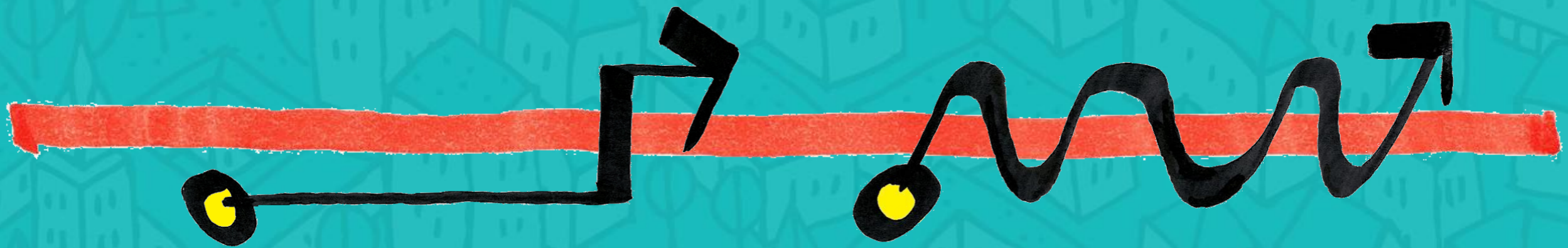
We need new tools to enable us to move into a highly unpredictable future



Involving the Doers in the Thinking

Strategic Planning

Strategic Doing

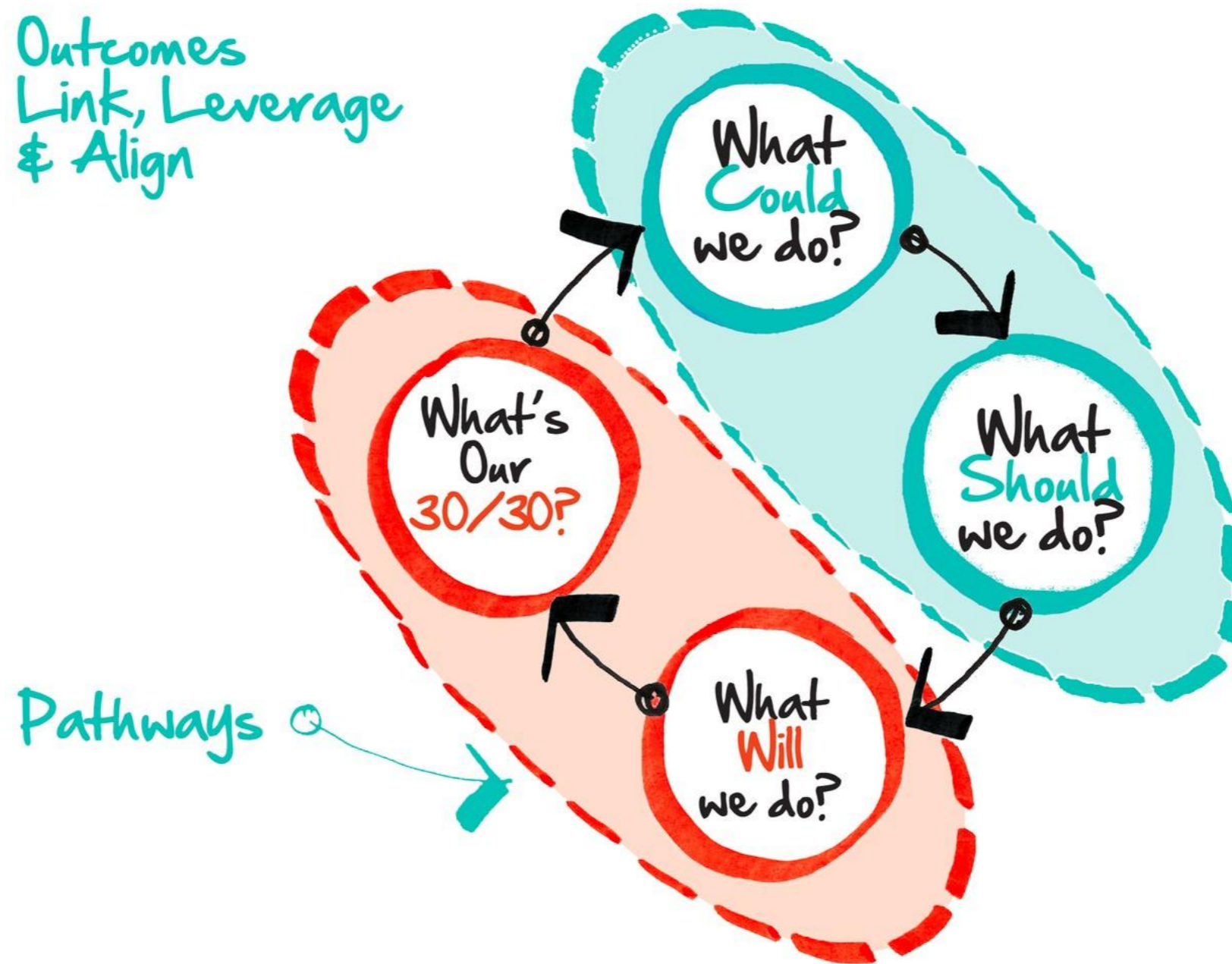


Strategy answers two questions...



...divided into 4 questions

Outcomes
Link, Leverage
& Align



Good framing questions...

- Excite our imaginations
- Touch people's hearts and spirits
- Prompt stories that will build relationships
- Invite us to view reality a little differently

What does success look like?

- **What will we see?**
- **What will we feel?**
- **Whose life will be better and how?**

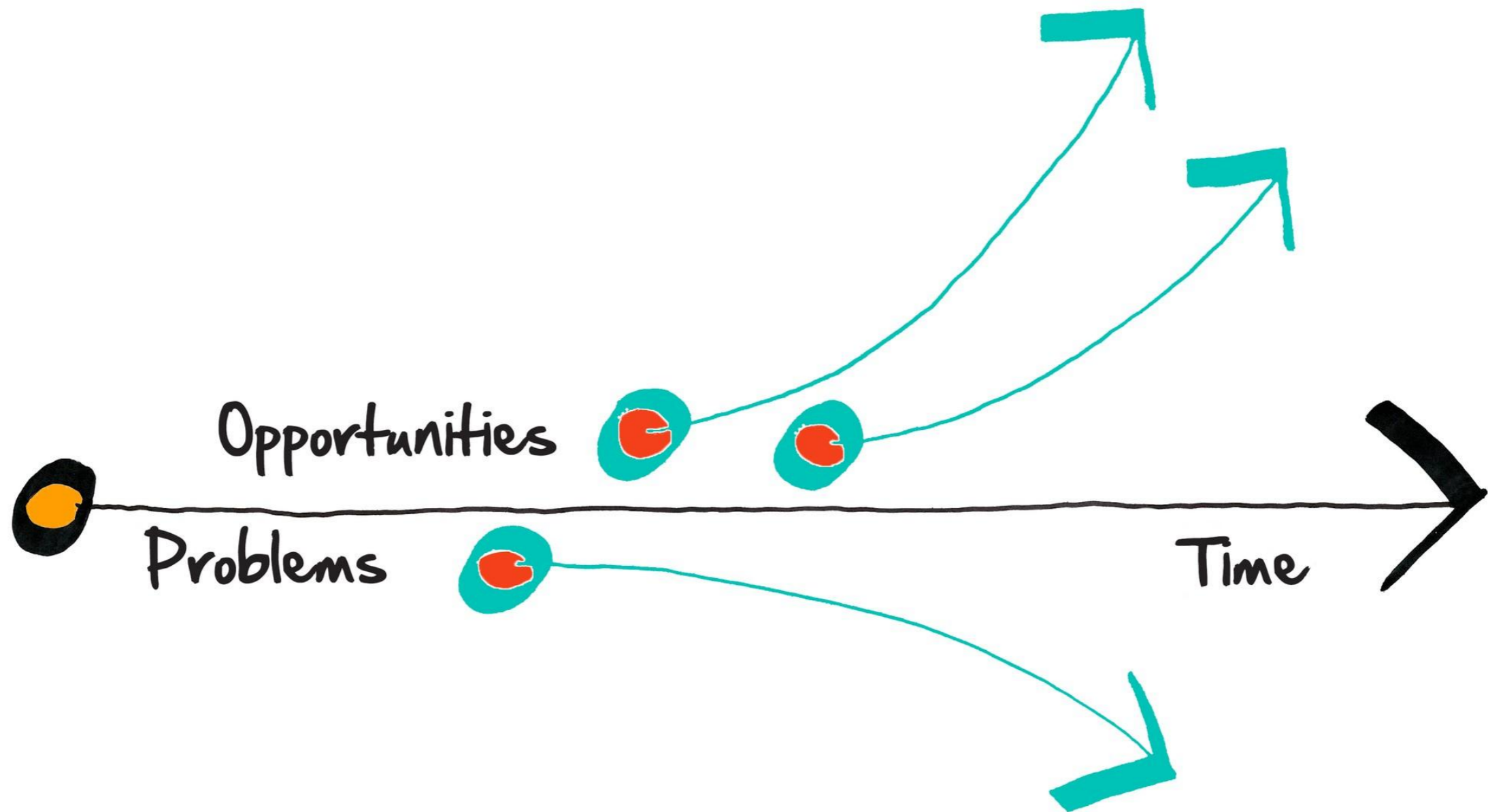
For example...

- How can we overcome our problems with homelessness?

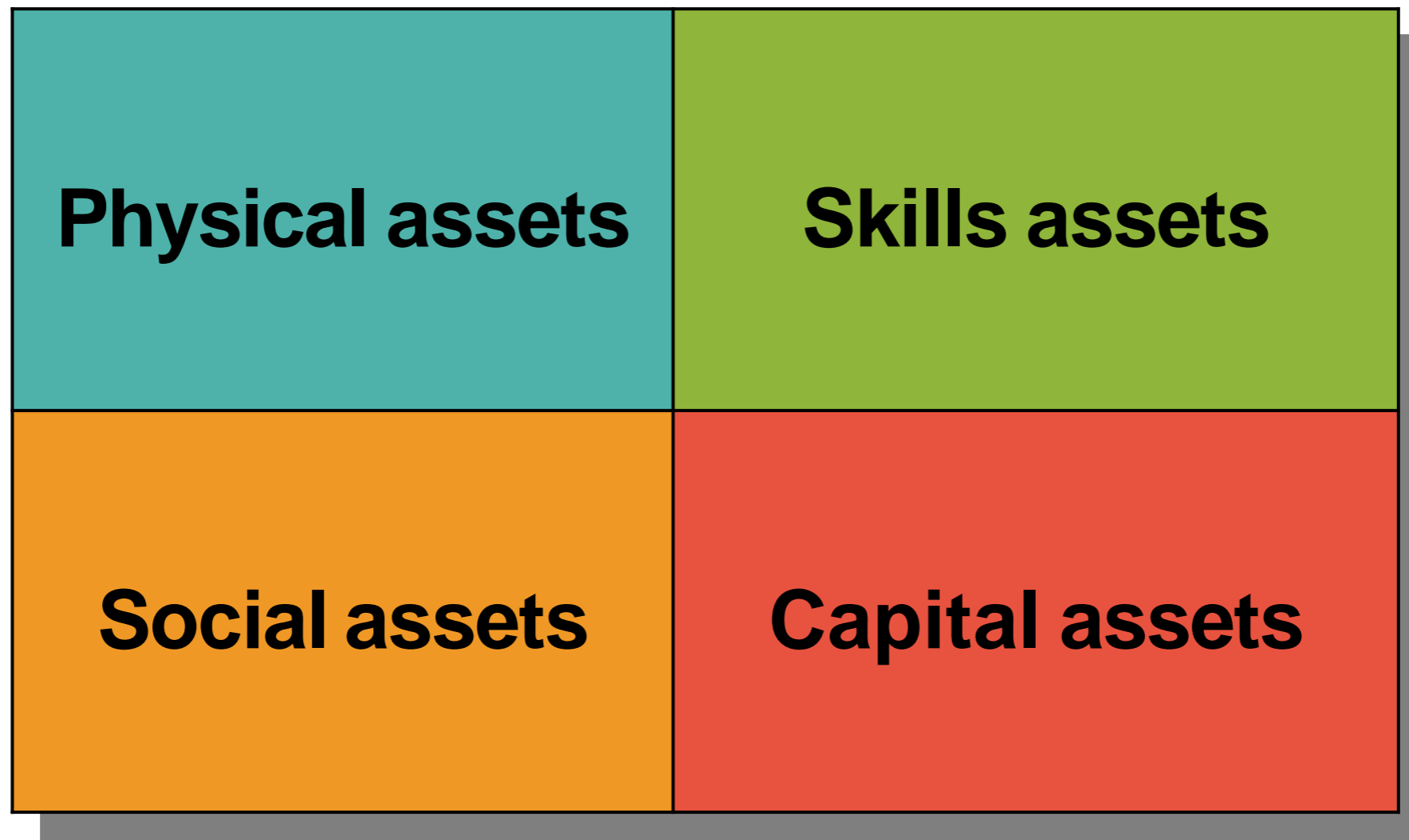


- What if everyone in our community has access to clean, affordable housing? What might that look like?

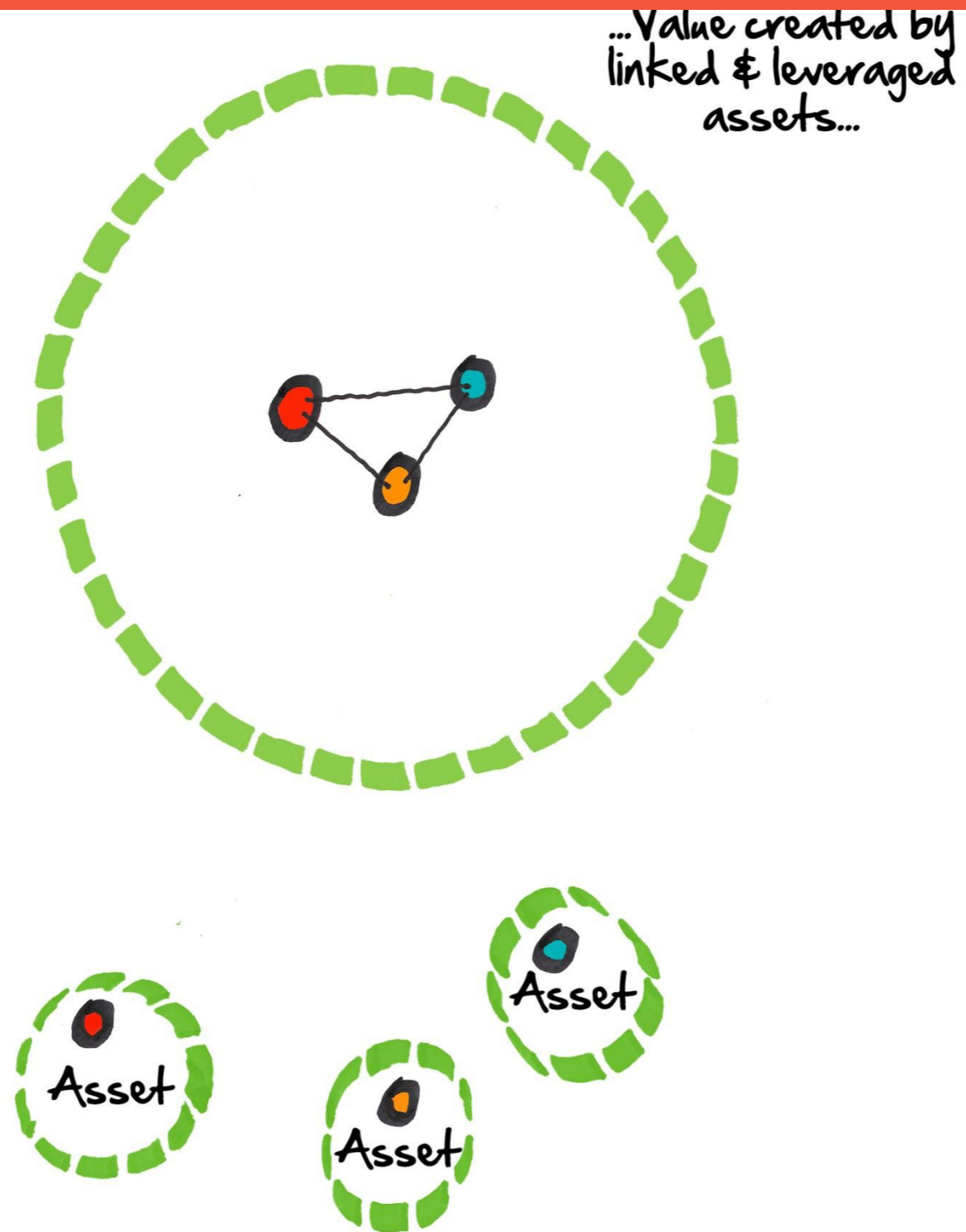
We move in the direction of our conversations



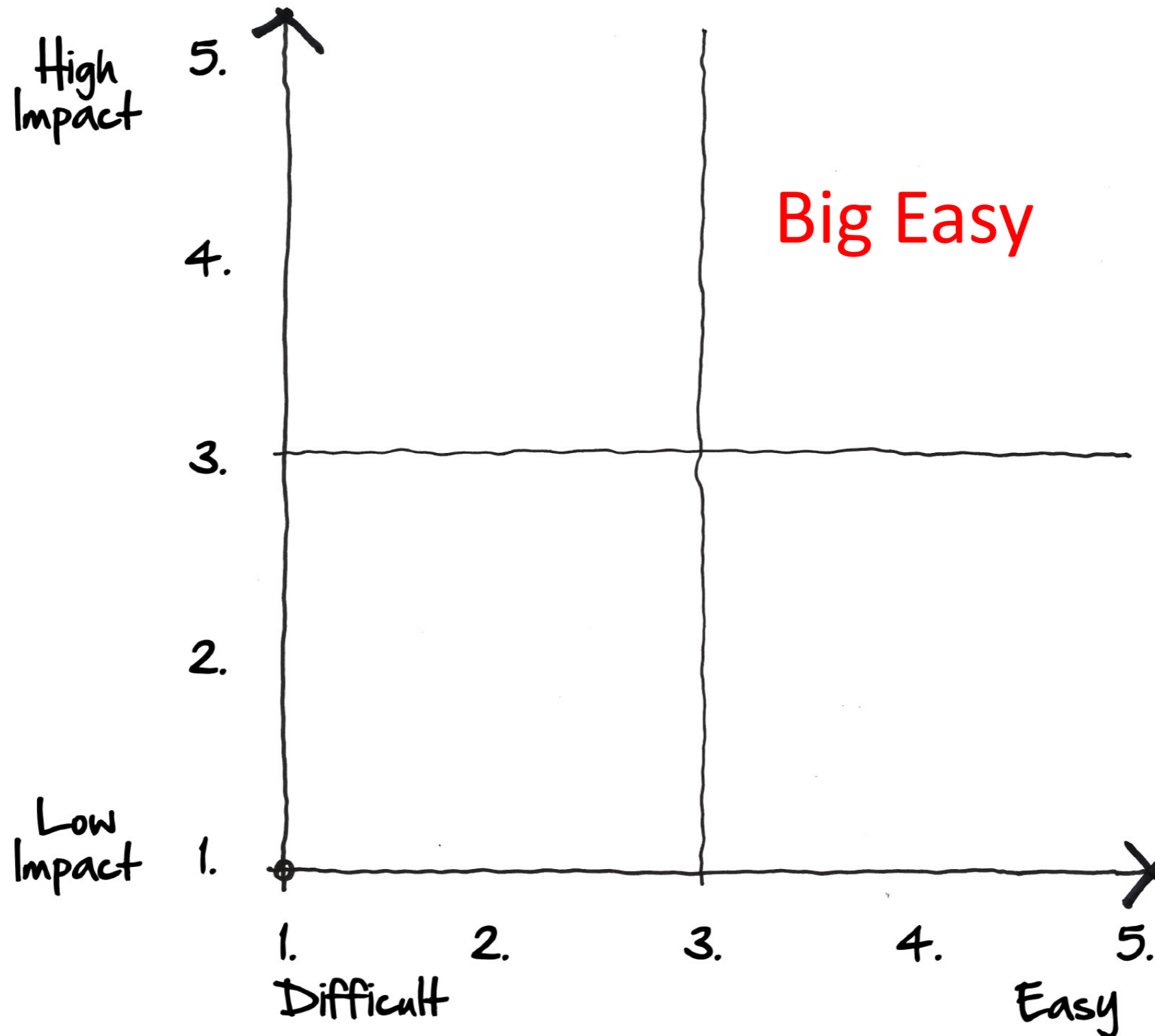
Mapping assets: 4 types



Linking & Leveraging Assets to Create New Value



Ranking opportunities: Impact? Ease?



Examples of Pathfinder projects

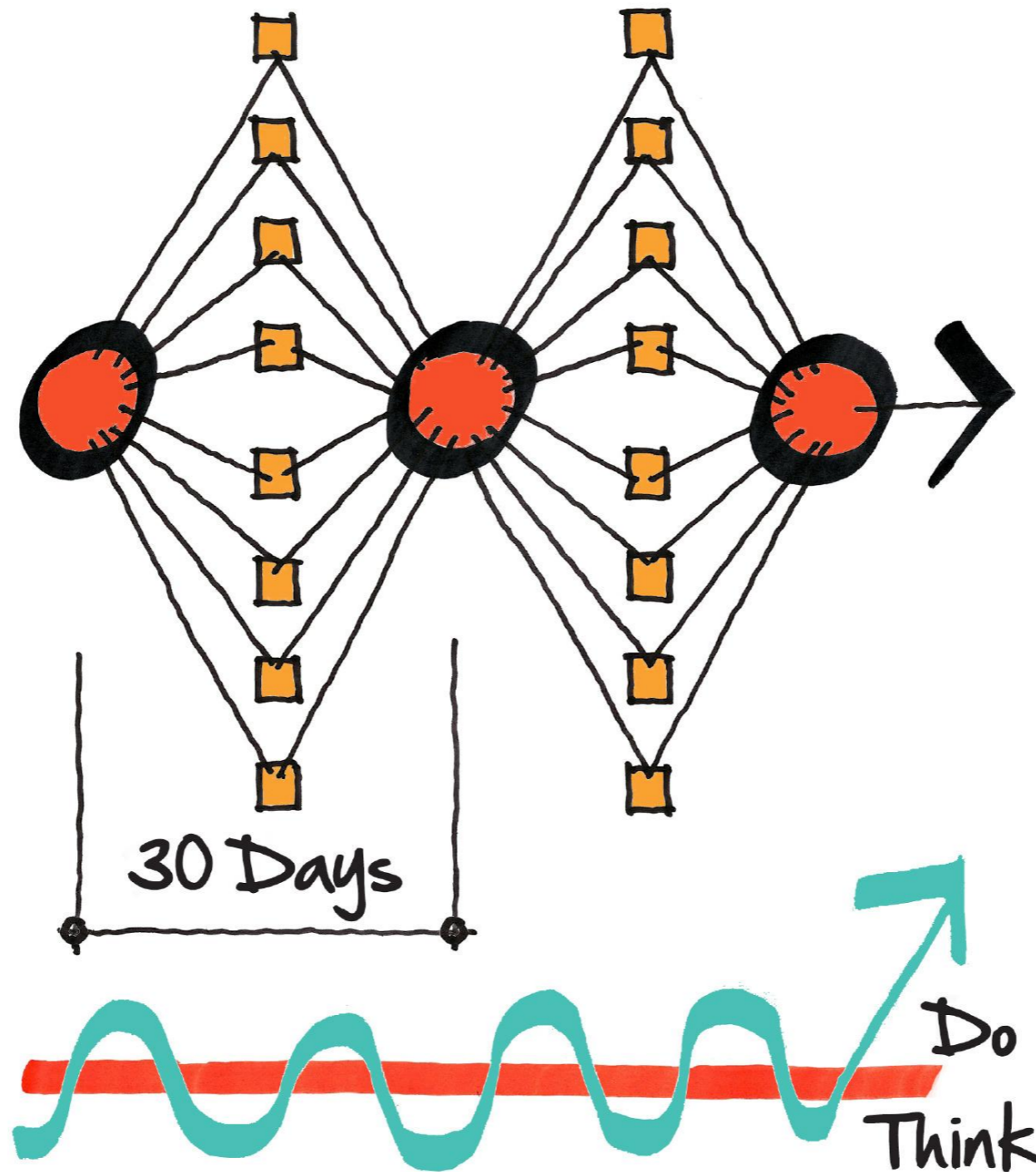
- Pilots
- Prototypes
- Proofs of Concept
- “White papers”
- Surveys
- Forums

Effective action plans include...

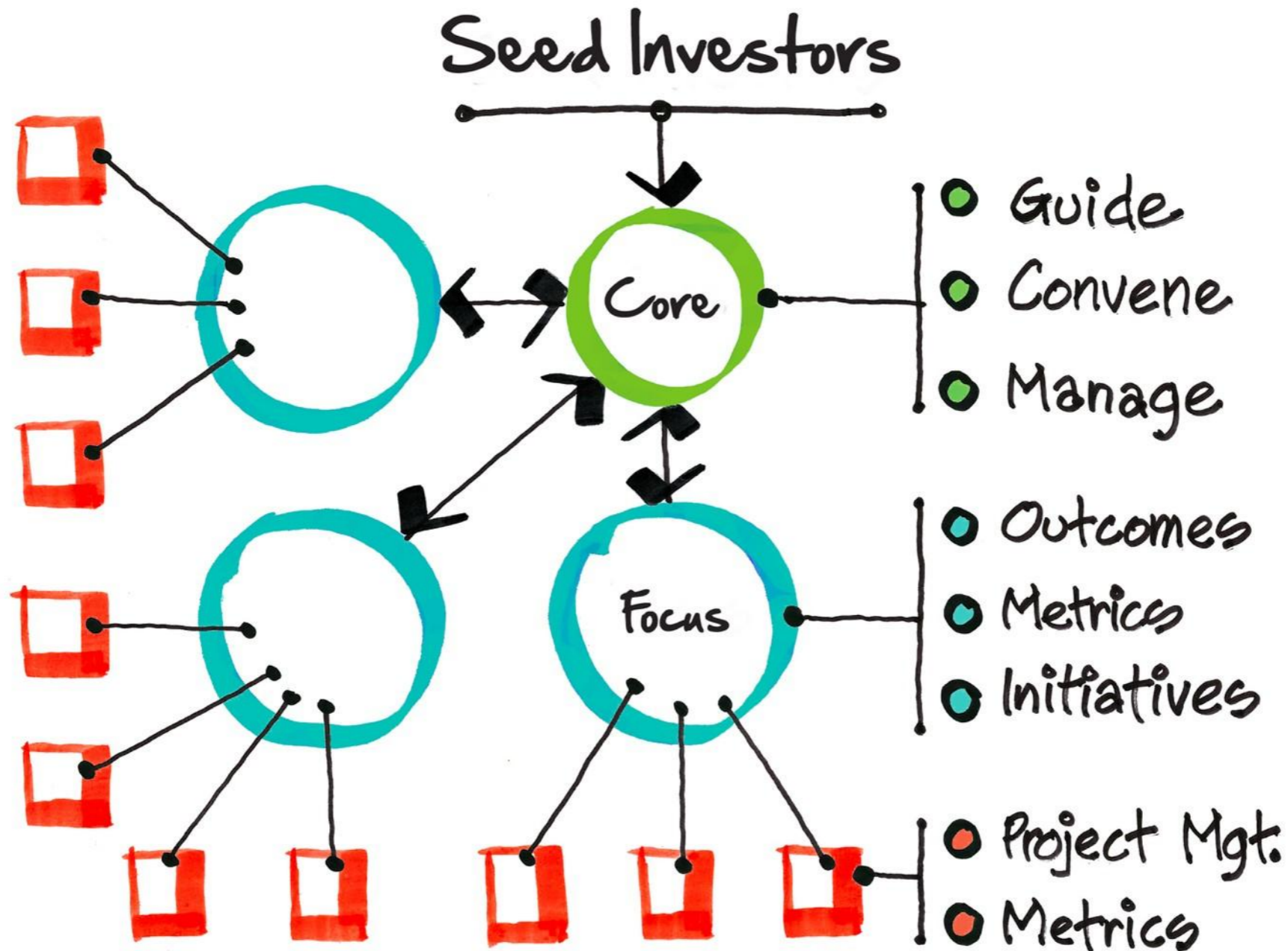
- **Who**
- **What**
- **Deliverable**
- **By When**

Who	What	Deliverable	By When

30/30 meetings provide opportunities for learning and adjustment



Managing and growing a network





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**Thank you! We'd
Love for You to
Join us In June!**