Introducing Strategic Doing to Discovery Park
Ed Morrison | December 2015
Why are people getting interested in Strategic Doing? Why are people calling Purdue?
We’ve cracked the code on complex collaboration.
My personal journey started here, 1983.

Staff counsel, Senate Democratic Policy Committee
Next stop: Mazda Manufacturing Complex

Negotiating supplier agreement for Berger Instruments.
Next stop: Learning about the Internet from a physicist, 1992.

Consultant to Greater Oklahoma City Chamber of Commerce

We need to create a vibrant ecosystem for technology companies.

Ernest Andrade
Economic Developer
City of Charleston

Consultant to Greater Charleston Chamber of Commerce
Next Stop, Indiana, 2005.

“Transform your Workforce System”
The federal government

✓ 13 regions nationally
✓ $15 million each
✓ 3 years to innovate
Result: We exceeded goals by almost 3X. With 8% of the national money, we produced 40% of the national results.
The results start appearing Oklahoma City, 2007.
We accelerated per capita income growth.
OKC is now considered a national model.

The Atlantic

Why Oklahoma City Could Represent the Future of America

DEREK THOMPSON | SEP 13 2010, 5:20 PM ET

The last time the United States suffered a recession this deep and painful, it was the Great Depression. That was the era of the Dust Bowl, the California pilgrimages out of Oklahoma that John Steinbeck etched into America's memory with The Grapes of Wrath. Eighty years later, California's housing market has run dry and Oklahoma is building river parks. As families gravitate back to the heartland, with its cheap homes and lower unemployment, the migration patterns of the Great Depression have turned backward. "It's the Wrath of Grapes," says Oklahoma City Mayor Mick Cornett.
The Charleston Digital Corridor has also gained national attention.

UNITED STATES OF INNOVATION

INTRODUCING "SILICON HARBOR": CHARLESTON, SC, HOME OF TWITPIC AND AMAZON'S CREATESPACEx

DESPITE BEING THE 75TH LARGEST METRO AREA IN THE U.S., CHARLESTON IS RANKED IN THE TOP 10 FASTEST GROWING CITIES FOR SOFTWARE AND INTERNET TECHNOLOGY. HERE'S WHY.
Next Stop, Milwaukee Water Summit, 2008.
Milwaukee is now recognized as a global water hub.
The Space Coast called when the Shuttle closed down in June 2010.
We formed a new cluster in renewable energy.
Next stop, Flint, 2012.
We held our largest 3 day Strategic Doing training in Flint, 2014.
“Strategic Doing gives us the power to change our lives, our neighborhoods and our communities.”

Bob Brown
Michigan State University
We are using Strategic Doing with our partners to transform engineering education at 50 universities.
Pathways universities are developing or have launched over 300 collaborations using Strategic Doing. The chart shows the following initiatives:

- New or redesigned courses: 79
- Infrastructure (new classrooms, IP policies, etc.): 64
- Non-credit learning (workshops, intenships): 62
- New or renovated makerspaces: 37
- Competitions: 36
- Credentials (minors, certificates or degrees): 29
- Consolidations of I&E activity across campus: 17
- Other: 6

The chart visually represents the frequency of these initiatives among universities.
“The Strategic Doing (SD) approach might be one of the most effective ways of implementing change on campus.”

Ilya V. Avdeev, Ph.D.
University of Wisconsin-Milwaukee
“The Strategic Doing approach had a significant impact for us in helping us move faster... It keeps the whole team focused on outcomes.”

Magda Lagoudas
Executive Director of Industry and Nonprofit Partnerships
College of Engineering
Inspired by this work, we have won a $2 million NSF award to transform Purdue’s Mechanical Engineering Department using Strategic Doing, 2015.
We are also helping the board of the American Society for Engineering Education to transform the organization.
We have begun integrating Strategic Doing with Fraunhofer innovation and technology management.
Universities face complex challenges of converting knowledge into money.
Universities must move from hierarchical to network-based thinking and doing.
A platform can connect and leverage assets across a campus.
A strategy protocol can migrate assets from hierarchies to networks.
We are using this approach to assemble diverse teams to address Grand Challenges.

Imagine Purdue University as a global hub of activity and innovation for postharvest loss reduction and market enhancement. What would this look like?
We are designing new collaboration platforms.
We start here: Strategy in complex environments involves simple rules.

Since its founding in 1994, Yahoo! has emerged as one of the blue chips of the new economy. As the Internet's top portal, Yahoo! generates the astounding numbers we've come to expect from stars of the digital era—more than 100 million visits per day, annual sales growth approaching 20%, and a market capitalization that has exceeded the value of the Walt Disney Company. Yet Yahoo! also provides something we don't generally expect from Internet companies: profits.
Simple rules create a swarm.
We create alignment out of confusion and conflict.
Self-directed teams learn by doing with a process that is lean, fast, and agile.
Strategy in open networks involves two simple, but not easy questions.
Strategy emerges from questions and commitments.
Strategies emerge in hours and can be quickly summarized on maps.
Teams present their strategy in as little as 2 minutes.
Complex strategies become sharper with experimentation and learning by doing.
“The best methodology I have seen in 20 years.”

Paul Collits
President
Australia New Zealand Regional Science Association
Strategic Doing™
Do More Together.

The Future is Wide Open.
Thank you
Ed Morrison | edmorrison@purdue.edu

Learn more about Strategic Doing

bit.ly/purduestrategicdoing
strategicdoing.net
facebook.com/stratdoing