THE STARTING POINT

THE CHALLENGES WE FACE
Our future is not linear
Our old systems no longer work
Complex messes overcome us
What to do?
What happens when this goes away?
CAPE CANAVERAL, Fla. (NASA PR) — NASA’s Kennedy Space Center (KSC) and the Space Coast Energy Consortium (the Consortium) have created a partnership to develop and improve the Federal spaceport capabilities and to implement the objective of becoming a multi-user spaceport, serving both Government and commercial renewable energy entities. NASA and the Consortium have agreed upon a five-year Space Act Agreement that defines how those goals are to be implemented.

A major goal of the agreement is to jointly develop the Space and Energy Regional Innovation Center (RIC) that will sponsor, support and accelerate the commercialization of emerging energy products and leverage KSC’s technical expertise and facilities to develop sustainable energy products and services.
Oklahoma City
1993
Building on the lessons of Oklahoma city.
Thinking Differently
Behaving Differently
Doing Differently Differently
The Shift: Hierarchies to Networks

Prosperity vs. Time

We are here

1870
COLLABORATE

Link and leverage assets
How do we do that?
THE ANSWER: FOLLOW SIMPLE RULES

SIMPLE RULES MANAGE COMPLEXITY
STRATEGY AS SIMPLE RULES

When the business landscape was simple, companies could afford to have complex strategies. But now that business is so complex, they need to simplify. Smart companies have done just that with a new approach: a few straightforward, hard-and-fast rules that define direction without confining it.

Strategy
as 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 30%, 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.
AN EFFECTIVE STRATEGY ANSWERS TWO QUESTIONS

Where are we going?

Outcomes

How will we get there?

Pathways

We are here
STRATEGY IN AN OPEN NETWORK

STRATEGIC DOING DIVIDES TWO QUESTIONS INTO FOUR

Where are we going?

Outcomes
Link, Leverage & Align

How will we get there?
Pathways

What Could we do?

What Should we do?

What’s our 30/30?
IT’S A COLLECTIVE HABIT OF ITERATION

SIMPLE, BUT NOT EASY...MASTERY REQUIRES PRACTICE

[Diagram showing iteration process over 30 days]
DOING DIFFERENTLY
ALIGNMENTS EMERGE OVER TIME
MEETING THE CHALLENGES: THE CHOICE

STRATEGIC PLANNING

STRATEGIC DOING

Do
Think
STRATEGIC DOING IS ACHIEVING SCALE

PURDUE STRATEGIC DOING WORKSHOPS, 2008-2013
IS SOUTHAMPTON WILLING TO...

Think differently?
Behave differently?
Do differently?
THANK YOU

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