What would it look like if a network of New Jersey companies designed the future of Condition-Based Maintenance for the Navy?
Strategic Doing involves…

a team of people…
following simple rules
together and consistently

…until they have success.
From slow, linear...

Strategic Planning  Strategic Doing

...to fast, agile
Strategy answers 2 questions

Where are we going? (Outcomes)

How will we get there? (Pathways)

We are here
Strategic Doing: 2 questions become 4

Where are we going?

Outcomes
Link, Leverage & Align

How will we get there?
Pathways

What’s our 30/30?

What Could we do?
What Should we do?
What Will we do?
Strategy emerges from frequent iteration
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

by Kathleen M. Eisenhardt and Donald N. Sull

Since its founding in 1996, 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 200%, 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.
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