What is the Southampton that you will give to your children and grandchildren?
Where We Stand

Prosperity

1870

Time
Think Differently

Behave Differently

Do Differently
Thinking Differently

If your actions inspire others to dream more, learn more, do more and become more, you are a leader.

John Quincy Adams
President, 1825-1829
Behaving Differently

X

Whinging

X

X

X

X

BLAH
BLAH
Doing Differently

STRATEGIC PLANNING

STRATEGIC DOING
RE-GENERATING A REGION

Milwaukee 7 Water Cluster

Public Sector
- UNDP
- Federal Government
- DNR
- M7/GMC
- City of Milwaukee
- Water Council
- Municipalities
- UW-Madison
- Marquette
- Milwaukee Water Inst
- School of Freshwater Science
- Chemistry
- CEAS
- Physics
- MSOE
- Rapid Ponds Center

Private Sector
- CH2M/HILL
- Veolia
- Miller Coors
- Great Lakes Water Technology Institute
- Siemens
- GE
- IIT
- Thermo Fisher Scientific
- Aqua Sensors
- Pentair
- Pro corp
- Sanitaire
- Badger Meter
- Flygt
- Fall River

Energy/Efficiency
- Ethanol production efficiency
- Biofuels
- Emissions reduction
- Increasing energy efficiency

Processing/Treatment
- Municipal wastewater treatment
- Industrial wastewater treatment
- Drinking water treatment
- Monitoring/detection

Monitoring/Detection
- Real-time monitoring
- Water quality monitoring

Academic Institutions
- Shared resources/equipment
- Improved competitiveness
- Pharmaceutical

Funding Agencies
- DOE
- NSF
- Foundations
- Interior
- USAID
- World Bank

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STRATEGIC DOING IN THE U.S.

PURDUE STRATEGIC DOING WORKSHOPS, 2008-2013
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 FOR INNOVATING REGIONS

AN EFFECTIVE STRATEGY ANSWERS TWO QUESTIONS

Where are we going?
- Outcomes

How will we get there?
- Pathways

We are here
THE KEY: GUIDING CONVERSATION

STRATEGIC DOING DIVIDES TWO QUESTIONS INTO FOUR

Where are we going?

Outcomes
Link, Leverage & Align

What could we do?

What should we do?

What's our 30/30?

What will we do?

How will we get there?

Pathways
A COLLECTIVE HABIT OF ITERATION

SIMPLE, BUT NOT EASY...MASTERY REQUIRES PRACTICE
LINK, LEVERAGE AND ALIGN

ALIGNMENTS EMERGE OVER TIME
OUR STRATEGY MAP FOR TODAY

Brainpower
21 Century Talent

Innovation
Entrepreneurship
Networks

New Narratives

Collaboration
Strategic
Doing

Quality,
Connected
Places
THANK YOU

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