TRANSFORMING THE UNIVERSITY

USING STRATEGIC DOING TO ACCELERATE INNOVATION AND TRANSFORM THE UNIVERSITY

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THE STARTING POINT

THE CHALLENGES WE FACE
COMPLEX MESSSES OVERWHLEM US
LIVING WITH COMPLEXITY: WHAT TO DO?
MEETING THE CHALLENGES

SOME TESTIMONIALS
Strategic Doing has brought our faculty together to work toward a common goal, in a department that recently underwent a merger.
Decision-making in higher education institutions is infamously slow, with multiple layers of approvals and an emphasis on the need for new resources. Strategic Doing's focus on what we could, should and will do with the existing talents, resources and authority of the people in the room at the time breaks people free of that limited thinking and helps them move forward in real time.
Strategic Doing has proven to be very effective. In a few hours each of 6 cross functional teams of professors, students and staff set a plan that all agree will advance the University of North Alabama's College of Business.
Working with small, struggling rural communities and regions presents a number of challenges, not the least of which is a sense of hopelessness and defeat. Using Strategic Doing we have been very successful in helping them achieve tangible results that re-ignites their belief in the future and their ability to impact that future. These communities are now in control of their future and are seeing significant, positive change.
When Strategic Doing is incorporated into the culture of an organization it is possible to not only drive new innovation and more rapidly achieve desired objectives, but at the same time energize a team or teams to achieve more with less individual effort. Those that approach Strategic Doing as a practice will learn new strategic approaches and tools to more effortlessly manage growth or strategic change of an organization.
Emphasis

Strategic Doing has been a new way for us to look at the planning process. It provides the necessary structure to frame a plan for the future but allows us the ability to work within an environment that is fluid.
In neighborhoods besieged by complex, wicked problems, Strategic Doing creates hope through the power of taking action with the assets or gifts that we already possess. In that moment when we combine assets we begin to tell a new story of opportunity and possibility. Strategic Doing gives us the power to change our lives, our neighborhoods, and our communities.
Universities in Open Networks

Start-up firms
- Provides capital and expertise
- Provides ideas, incubators and smart people
- Accelerates new venture investment
- Recruits and trains smart people

Venture investor and angel networks
- Provides network and mentoring to start-ups
- Provides investment and generates wealth

Colleges and universities
- Recruits and supplies smart people
- Provides technology support and training
- Provides R&D partners

Skilled talent pool
- Innovating Growth Companies

Entrepreneurship Ecosystem

Innovation Ecosystem
MEETING THE CHALLENGES

COMPLEXITY REQUIRES AGILE STRATEGY, SIMPLE RULES, FOCUS AND PRACTICE...

STRATEGIC PLANNING  STRATEGIC DOING

Do

Think
STRATEGIC DOING IS ACHIEVING SCALE

PURDUE STRATEGIC DOING WORKSHOPS, 2008-2013
THANK YOU

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