VALDEZ: WHAT’S NEXT?
ACCELERATING DIVERSIFICATION WITH STRATEGIC DOING

VALDEZ, AK
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Ed Morrison
Purdue Center for Regional Development
Strategic Doing Credo

We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations. No individual, organization or place can build that future alone.

Open, honest, focused and caring collaboration among diverse participants is the path to accomplishing clear, valuable, shared outcomes.

We believe in doing, not just talking – and in behavior in alignment with our beliefs.

Strategic Doing Design Team
Turkey Run State Park
October, 2011
Why are people calling Purdue?
What are the lessons of Oklahoma City?

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.
What are the lessons of Charleston?

UNITED STATES OF INNOVATION

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

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.
Why are people getting interested in Strategic Doing?

We’ve cracked the code on collaboration.
Our story begins here

Oklahoma City, 1993
And here...Globalization hits Kentucky
Thinking Differently
Behaving Differently
Doing Differently
Thinking Differently
Behaving Differently
Doing Differently
It’s about 3 flows of money
We’re moving from our Grandparents’ economy to our Grandchildren’s economy...
Our challenge: “Link and leverage” assets to create new opportunities
Step 1: Stop thinking like our pets....
Thinking Differently
Behaving Differently
Doing Differently
Had enough?
A key lesson from our Founders: Civility powers innovation
We build trust by doing, not just talking...
And this stuff doesn’t cut it..
Start new conversations....

Downtown Speakeasy
Tuesday April 24, 2012
6:00-7:30pm
Lafayette Brewing Co, 2nd Floor

EVENING MENU
Appetizer:
Innovative Food Discussion
Main Course:
Local Foods Movement--
What positive impact can it have on Downtown?
Dessert:
How do I become part of this?!?

Or call 765/807-1090

hosted by
Friends of Downtown
City of Lafayette
City of West Lafayette
Greater Lafayette Commerce
Purdue Center for Regional Development
Thinking Differently
Behaving Differently
Doing Differently
Our future is not linear
And we struggle with old systems...
How can we make our way?
The answer: Follow 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

by Kathleen M. Eisenhardt and Donald N. Sull

Since its founding in 1995, 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.
Strategy answers 2 questions

Where are we going?

Outcomes

How will we get there?

Pathways

We are here
Strategic Doing: Simple, but not easy...

Where are we going?
Outcomes
Link, Leverage & Align

How will we get there?
Pathways

What could we do?

What should we do?

What will we do?
What's our 30/30?
From slow, linear...

Strategic Planning       Strategic Doing

...to fast, agile
Alignments emerge...
A swarm forms...
Can we create an ecosystem in Charleston?

Ernest Andrade
Ernest used this map to design a portfolio...
Downtown OKC, 1993
Oklahoma City Today

Photo by: Luke Barrett
A not-so-new definition of leadership...

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

John Quincy Adams
Why are people getting interested in Strategic Doing?

We are the leaders we have been waiting for …
Thinking Differently
Behaving Differently
Doing Differently
Is Valdez ready to move to the next level?
Thank You

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