

Overview

What is Strategic Doing?

Strategic Doing is a process that enables civic leaders to form collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way.

The process focuses on four key questions:

What to Expect

During a Strategic Doing Workshop participants are led through a structured set of conversations and guided by workshop exercises, which define five things:

1. Opportunities
2. At least one outcome with characteristics and metrics
3. At least one initiative or project
4. A complete action plan
5. A plan to meet again

1 What *could* we do together?

- Look first at assets within the group at the table.
- Next look to see how combining the known assets might offer new opportunities.
- Evaluate who is not at the table but might have an interest or resources helpful to the solution.

2 What *should* we do together?

- Evaluate the options for action and help the group narrow the scope of activity by suggesting the group focus on no more than three goals initially.
- Analyze the suggested activities to see which would have the highest impact but it still do-able.
- Define an outcome with specific characteristics of success and metrics.

3 What *will* we do together?

- Draft an activity/action plan including the first action steps, the responsible entities and “due dates.”
- Make a public commitment to “do” the action step

4 What's our 30/30?

- Decide how the group will communicate (face-to-face, internet, email, weblogs, etc.).
- Set a date, in the next 30 days, for follow-up, reporting and adjustments.



Strategic Doing allows your community, organization or network to create an action plan, with measurable outcomes and accountability, in a 3-6 hour period.

Contact us at info@strategicdoing.net to learn more about Strategic Doing.

Follow our blog at www.strategicdoing.net to stay up to date with activities and opportunities.

Choosing Civility

- 1 Pay attention.
- 2 Acknowledge others.
- 3 Think the best.
- 4 Listen.
- 5 Be inclusive.

The 25 Rules of Considerate Conduct

- 6 Speak kindly.
- 7 Don't speak ill.
- 8 Accept and give praise.
- 9 Respect even a subtle "no."
- 10 Respect others' opinions.
- 11 Mind your body.
- 12 Be agreeable.
- 13 Keep it down (and rediscover silence).
- 14 Respect other people's time.
- 15 Respect other people's space.
- 16 Apologize earnestly.
- 17 Assert yourself.
- 18 Avoid personal questions.
- 19 Care for your guests.
- 20 Be a considerate guest.
- 21 Think twice before asking for favors.
- 22 Refrain from idle complaints.
- 23 Accept and give constructive criticism.
- 24 Respect the environment and be gentle to animals.
- 25 Don't shift responsibility and blame.

P.M. Forni, *Choosing Civility: The 25 Rules of Considerate Conduct* (2003).

What does it mean to be a Strategic Doing doer?

- 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.

Mapping Assets

Purpose

This tool supports the first Strategic Question:

What could we do together?

Application

Any collaborative effort takes a variety of skills and resources. Assets can be tangible (places to meet, money, Internet resources, and so on) or intangible (knowledge, experience, networks, passions).

Focus the conversation not so much on what people do, but on what they are willing to share to a new network. Listen carefully for what people are willing to share and how we might build connections among these assets. *Some examples are below.*

Physical Assets Examples

<i>Building</i>	Meeting space, conference facility, large kitchen
<i>Location</i>	Business incubator, high traffic area, easily accessible
<i>Other</i>	Computers, specialized equipment, online document portals, billboard

Skill Assets Examples

<i>Technology</i>	Web design, spreadsheet expertise
<i>Creative</i>	Photography, writing, art
<i>Other</i>	Public speaking, social media, proposal development

Social Assets Examples

<i>Professional</i>	Business community, profession-specific groups
<i>Community</i>	Neighborhood associations, faith communities, Rotary clubs
<i>Other</i>	Legislators, school officials

Capital Assets Examples

<i>Funding</i>	Discretionary funding, foundations, governmental appropriations
<i>Personnel</i>	Administrative assistance, pro bono legal or accounting

What SHOULD we do?

5 The "Big Easy"

Find your "Big Easy" by calculating both impact and ease of implementation.

Opportunity	Impact 1 = Low 5 = High	Ease of completion 1 = Low (harder) 5 = High (easier)	Total Score
Opportunity 1:			
Opportunity 2:			
Opportunity 3:			
Opportunity 4 (optional):			

6 Define Success

Take your "Big Easy" and define an outcome with clear measures of success.

If your project is successful what will be different?	How will we measure success?

What WILL we do?

7 Pathfinder Project

Now that you have defined what you would like to accomplish as a result of your efforts, pick one project (your first action step) to begin moving you toward your outcome.

--

8

Action Plan

Commit to an Action Plan with deliverables that everyone will work toward. What will each team member commit to working on for at least 1 hour over the next 30 days to move this project forward?

Name	Task & Deliverable	Deadline
Example: Micah	Create a logo and poster for the Second Saturdays event	December 18
1		
2		
3		
4		
5		
6		
7		
8		

What's our 30/30?

9

30/30 Meeting

On-going communication is crucial to the success of your project. Set the details of your next meeting where you will discuss what you will do next as a group.

Date		Location	
Time		Who will remind:	



Strategic Doing™

Do More Together.

Adapted from the original developed by the Stennis Center at Mississippi State University. Strategic Doing™ is a trademark of the Strategic Doing Institute. www.strategicdoing.net