



Strategic Doing
Changing the Way We Get Things Done
July 30th – 9:30am
Debbie Irwin
Staunton Creative Community Fund



Strategic Doing™





Strategic Doing™

Please note: I'm a Strategic Doing Enthusiast that has facilitated session for localities in the Shenandoah Valley Region. I'm currently completing my certification process



Strategic Doing™

Strategic Doing is a strategy discipline designed for open, loosely connected networks





Strategic Doing™

Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and make adjustments along the way.





Strategic Doing™

Do More Together.

In 2011, a group of Strategic Doing practitioners from all over the country gathered at Indiana's Turkey Run State Park. They composed a credo, a set of beliefs that drive our work.

1

We believe we have a responsibility to build a prosperous, sustainable future for ourselves and future generations.

2

No individual, organization or place can build that future alone.

3

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

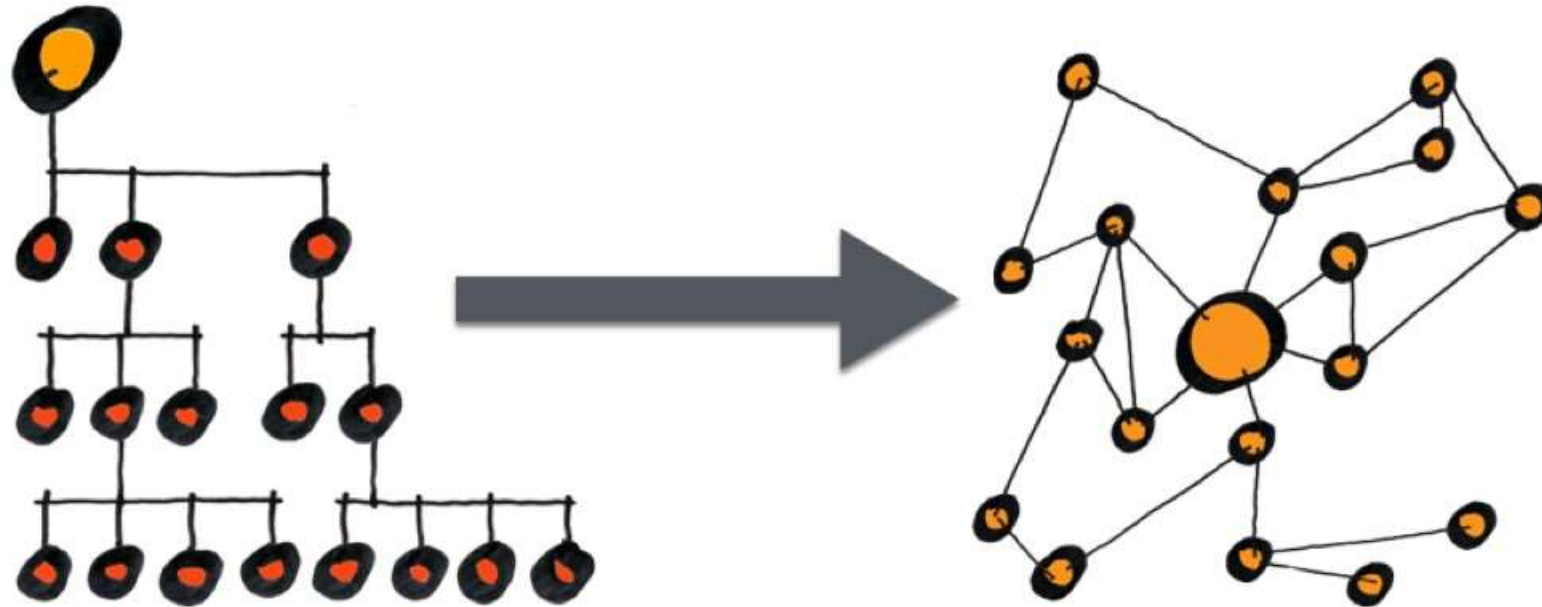
4

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

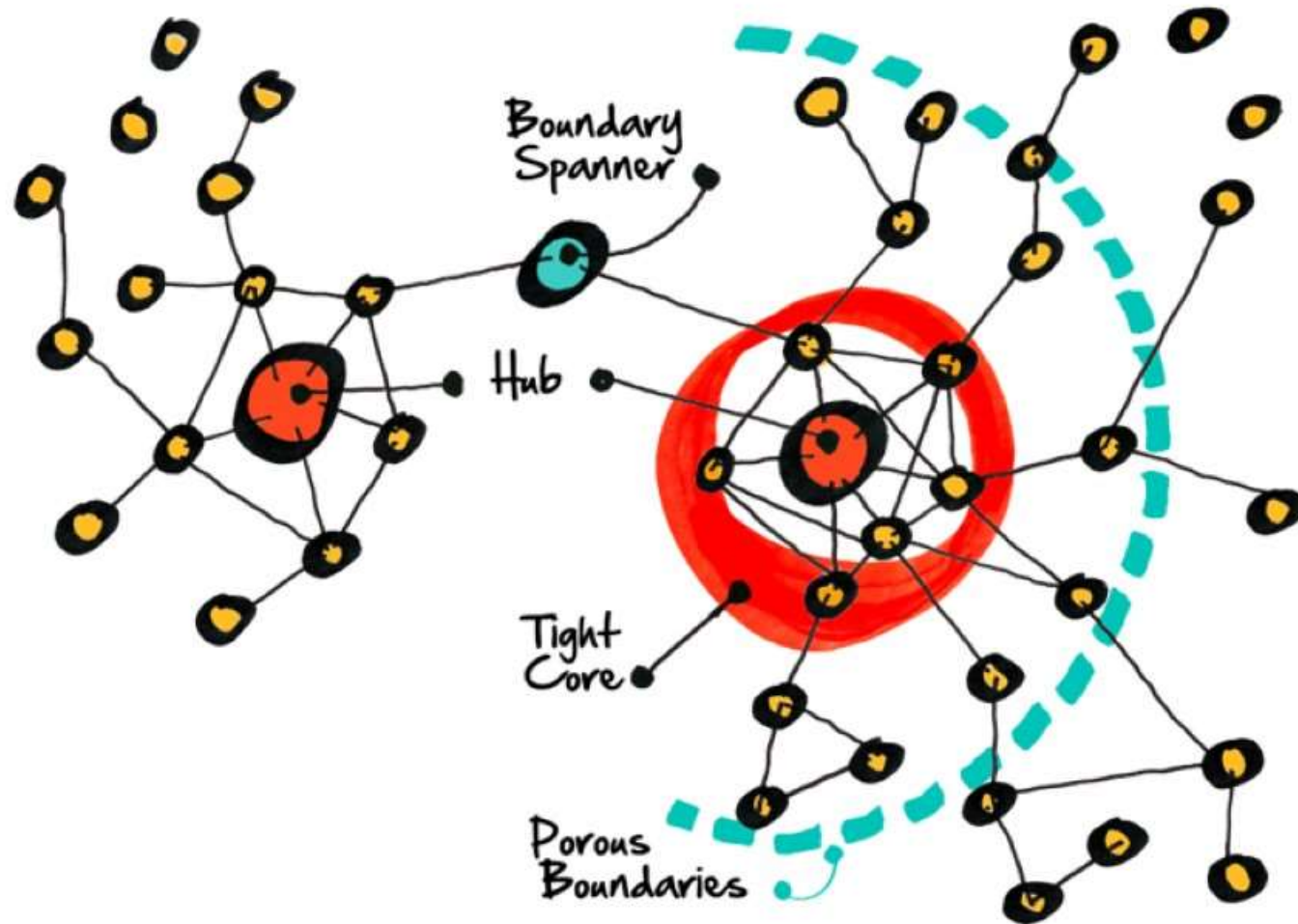


We are facing complex, tangled, wicked challenges

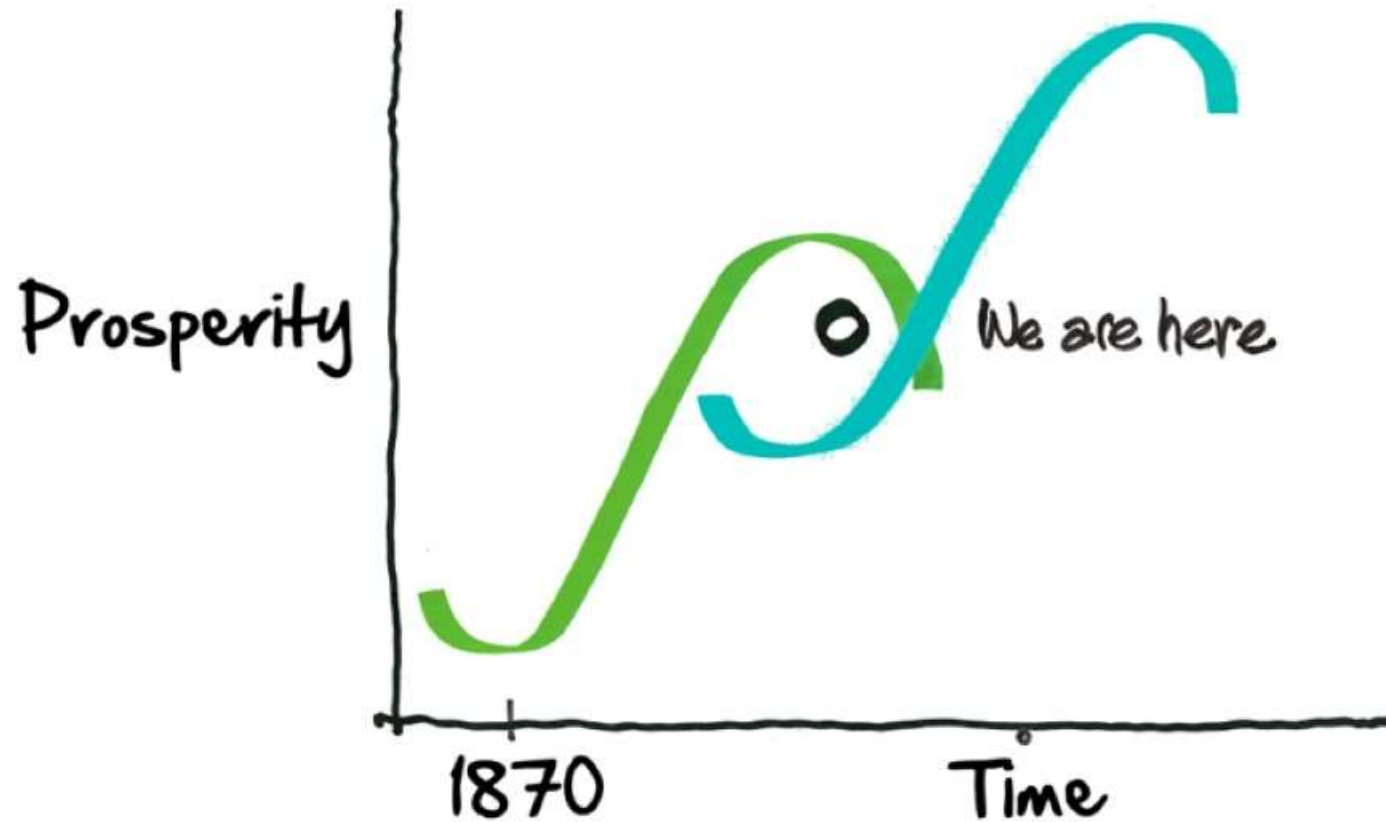
Fundamental change



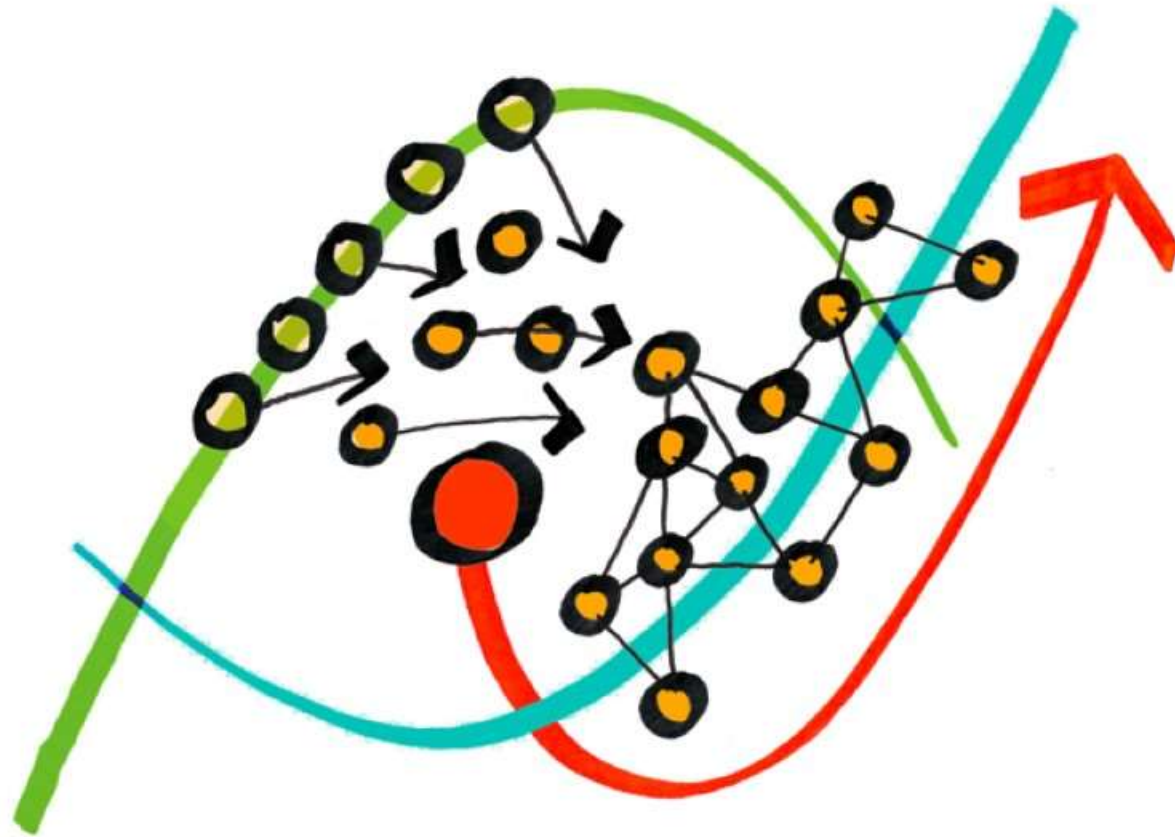
Networks are complex



We need tools to enable us to move into the future



New networks can move older assets to new opportunities

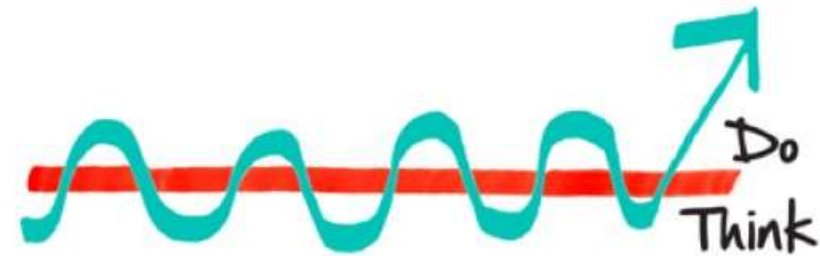


Old strategy, new strategy

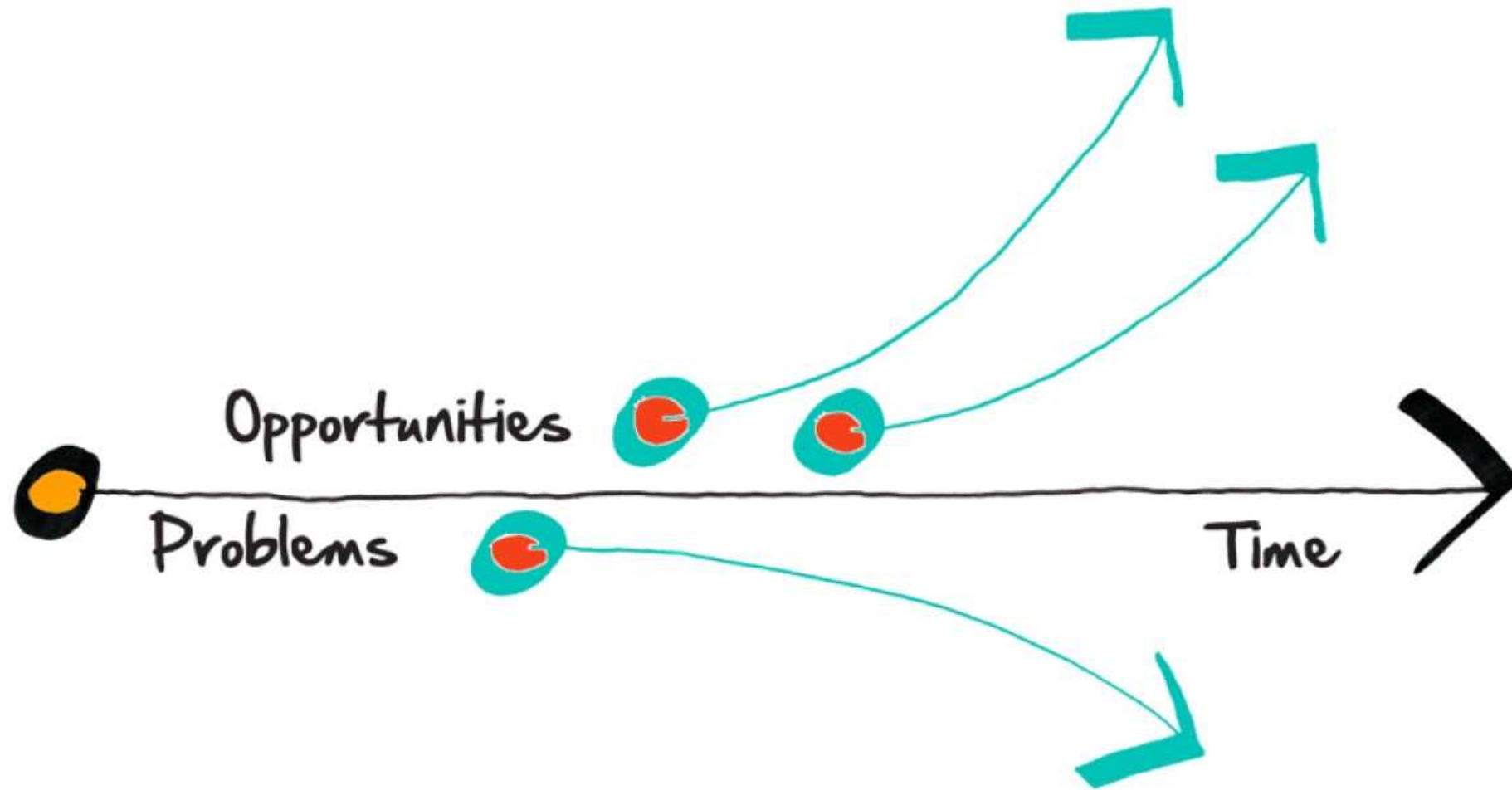
Strategic Planning



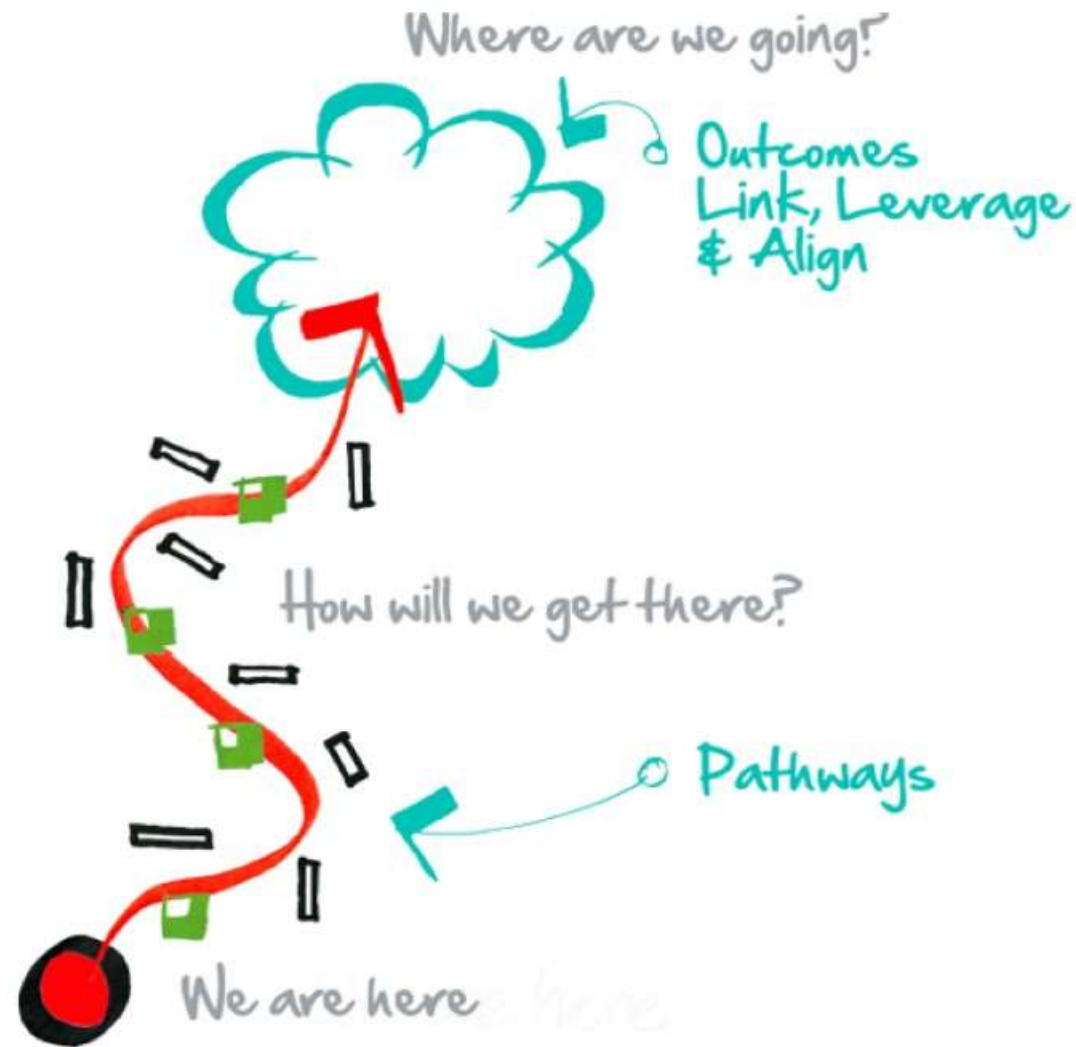
Strategic Doing



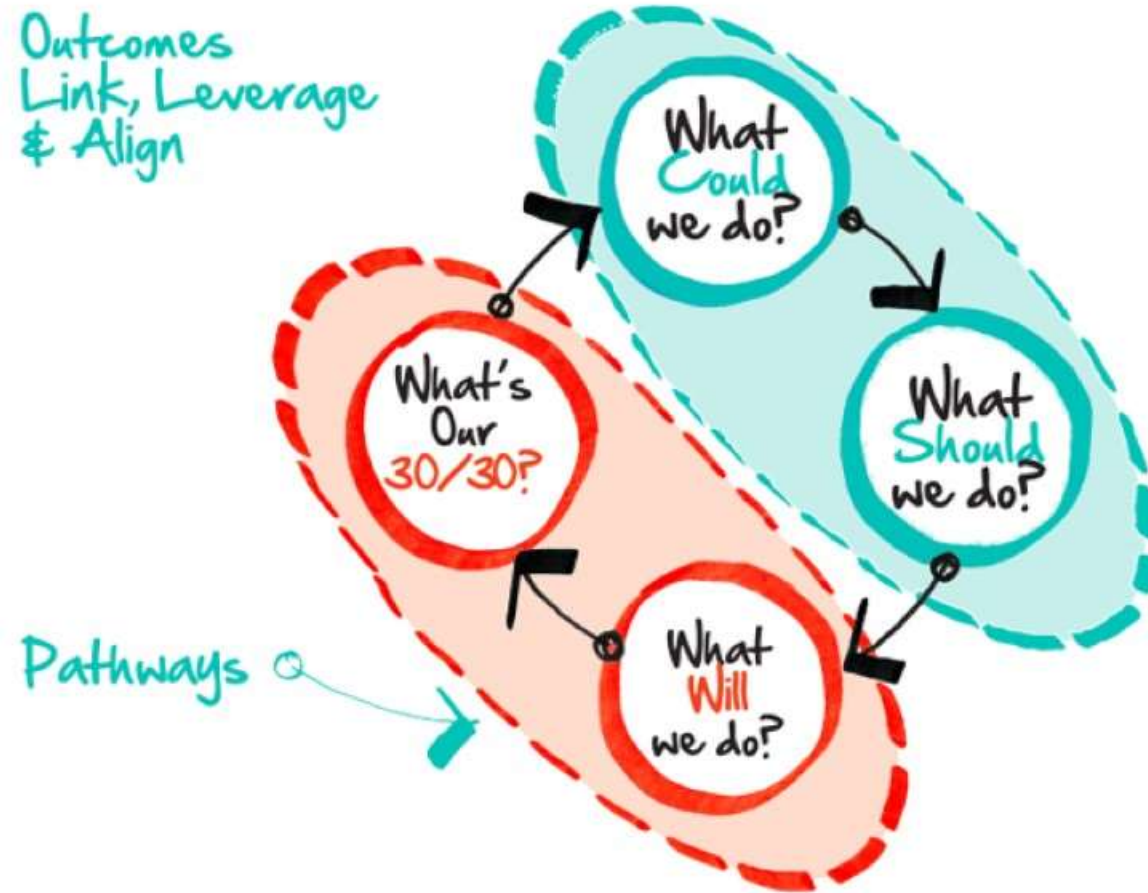
We move in the direction of our conversations



Strategy answers two questions...



Divided into 4 questions

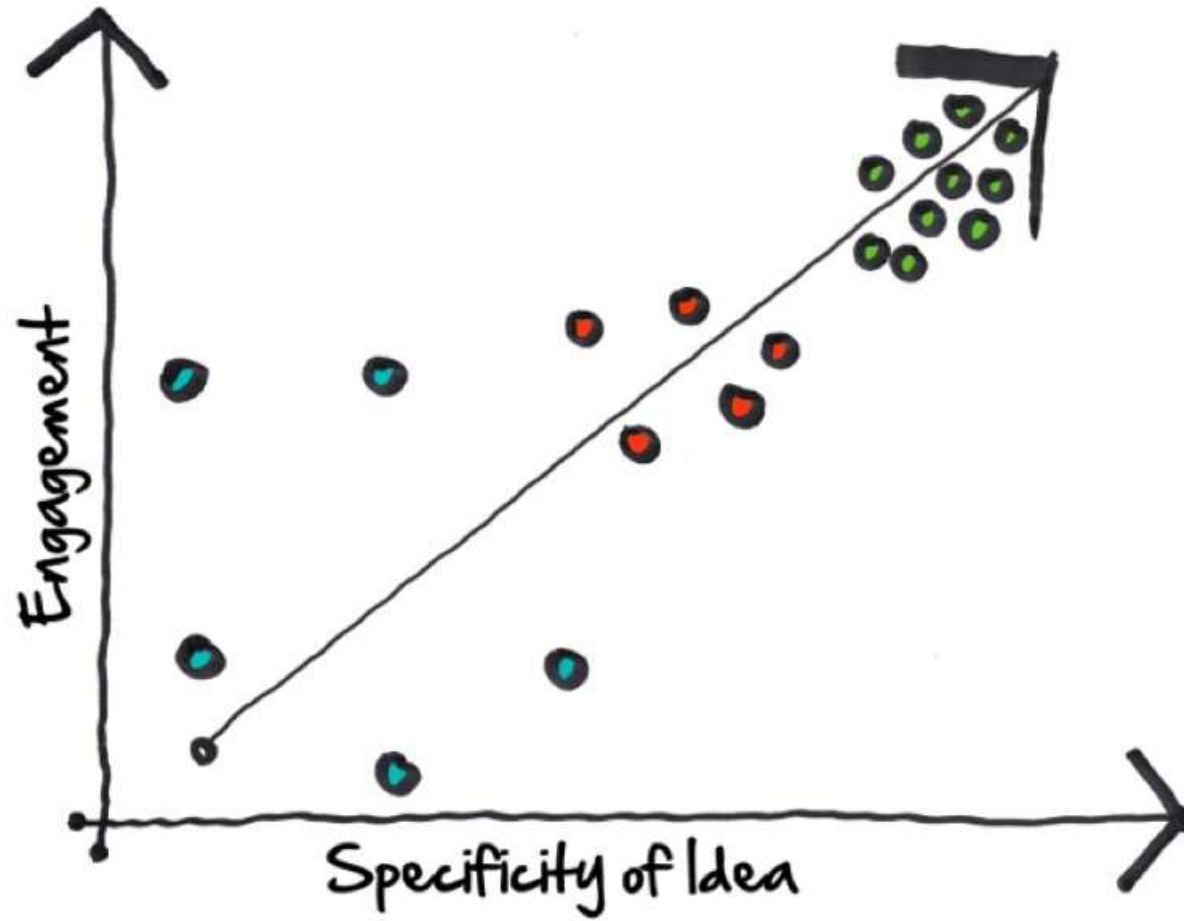


*We will behave in ways
that build trust &
mutual respect.*

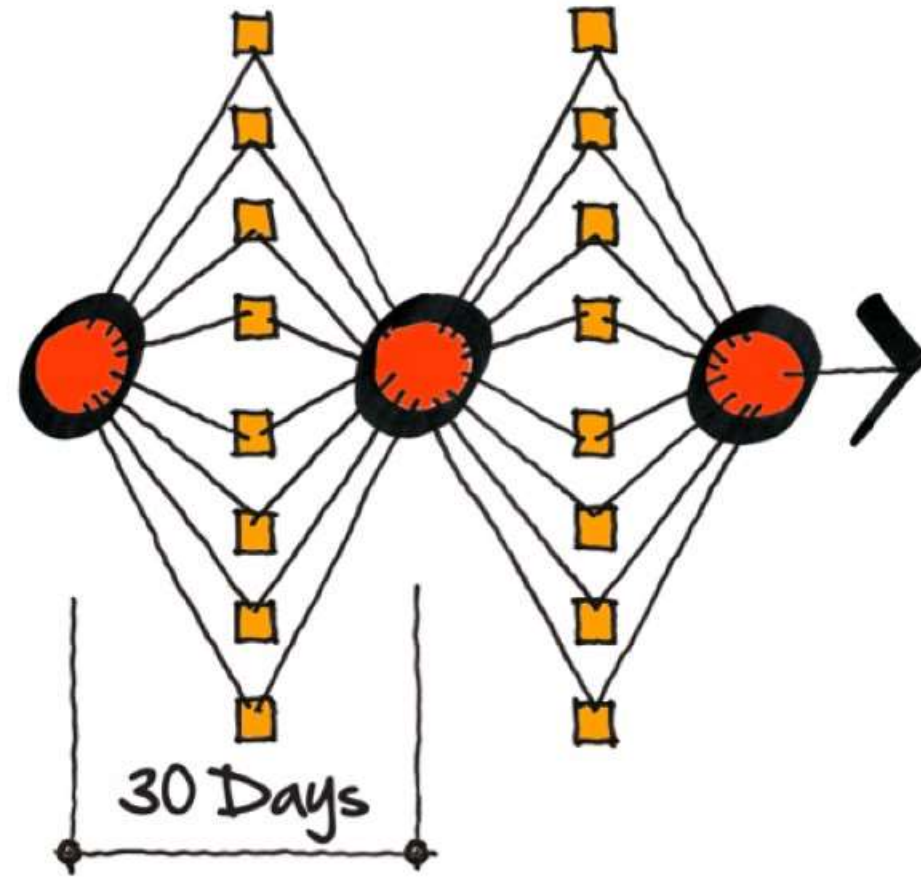
Assets exist in networks



Specific, measurable outcomes build engagement and capacity

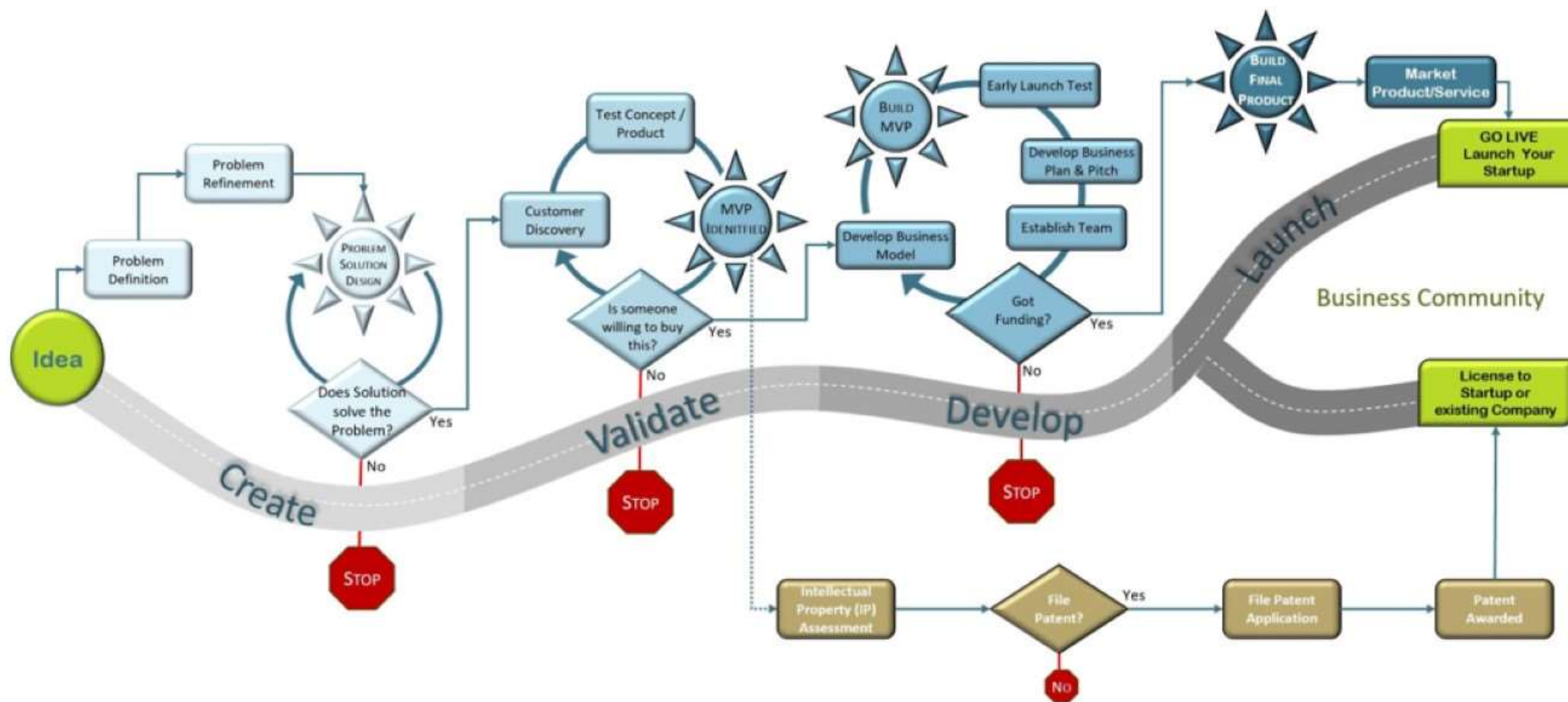


Action and accountability with regular check-ins



Regional Innovation and Entrepreneurship Roadmap

A Strategic Doing Project Spring 2019



Elkton Case Study



ELKTON

DOWNTOWN MARKETPLACE

FRIDAY, DECEMBER 6 FROM 4-8PM **FRIDAY, DECEMBER 13 FROM 4-8PM**
SATURDAY, DECEMBER 7 FROM 10AM-6PM **SATURDAY, DECEMBER 14 FROM 10AM-6PM**





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