



Strategic Doing™

Do More Together.

Strategic Doing

Presented at FCS Conference

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We are facing
complex,
tangled,
wicked
challenges



1

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

2

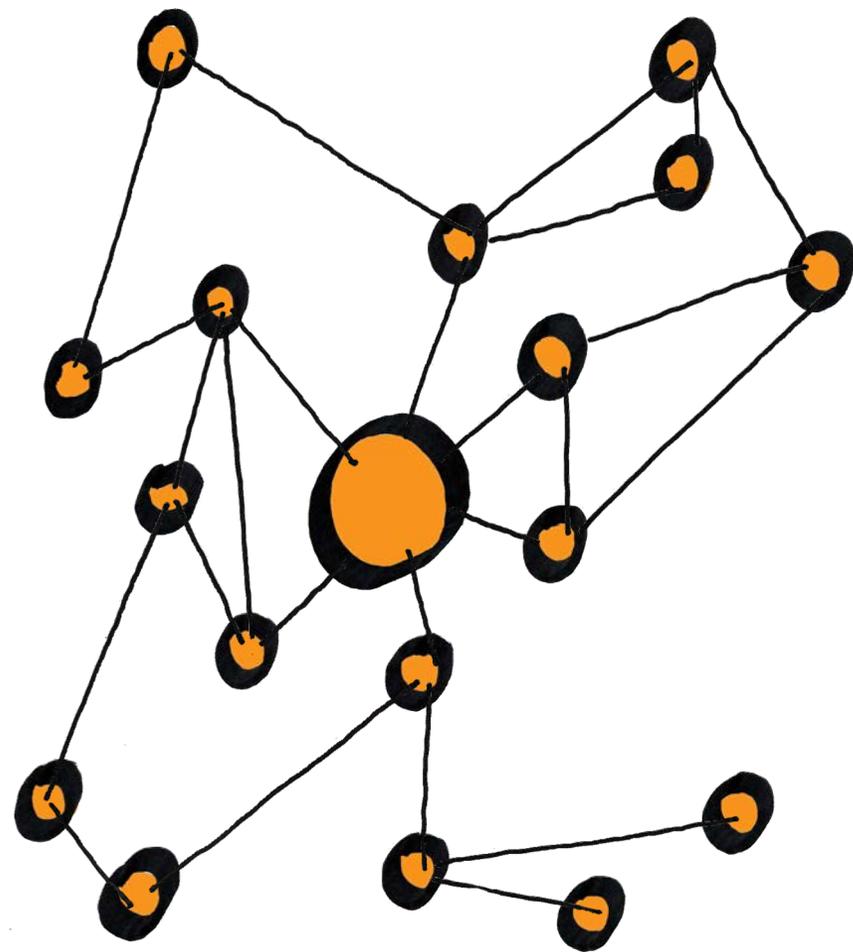
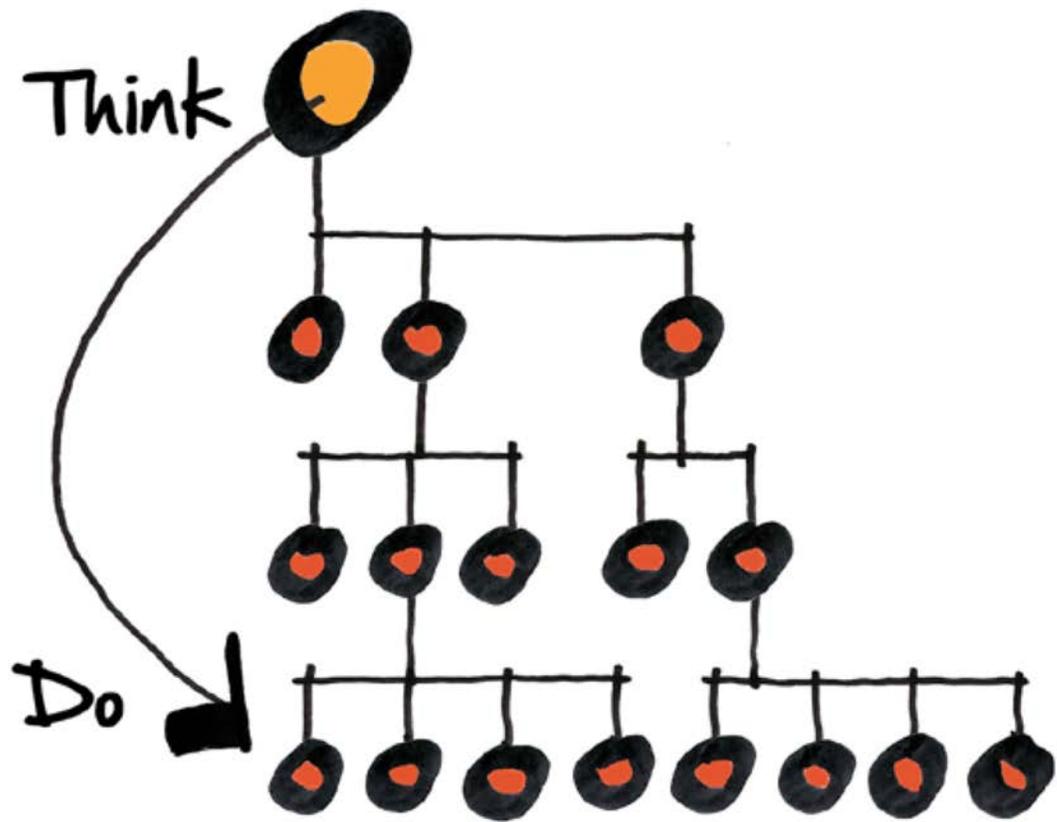
No individual, organization or place can build that future alone.

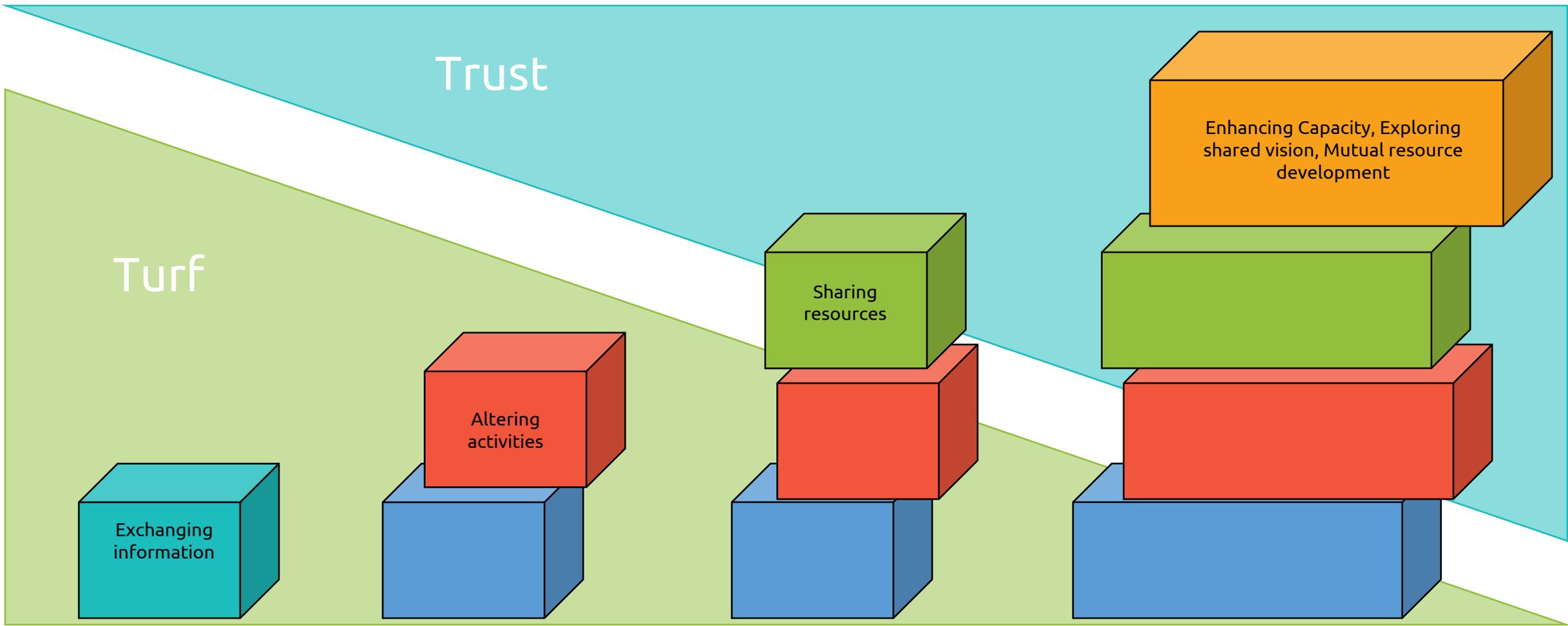
3

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.





Trust

Turf

Exchanging information

Altering activities

Sharing resources

Enhancing Capacity, Exploring shared vision, Mutual resource development

Networking

Coordinating

Cooperation

Collaborating

Think about a time when you were part of a group or a team and you felt psychologically safe. Think about a time you didn't feel that way.

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Four Questions

Ten Rules



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Before you
start...

Rule 1: Create and
maintain a safe
space for deep,
focused
conversation



The “One Rule of Civility”

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



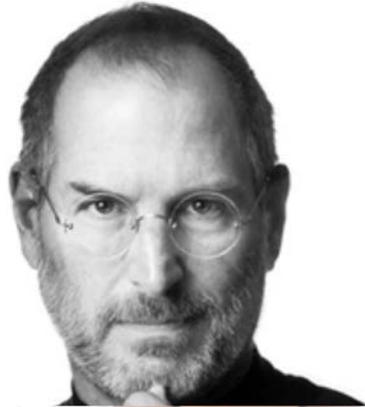
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Before you start...

Rule 2: Frame a conversation around an appreciative question



“What if computers were small and personal?”



Palus, C. J., & Horth, D. M. (2002). *The leader's edge: Six creative competencies for navigating complex challenges*. San Francisco: Jossey-Bass.

How would your life be different if your room was almost always clean?



What if XXX County, Ohio was the best place on the planet to be a child?





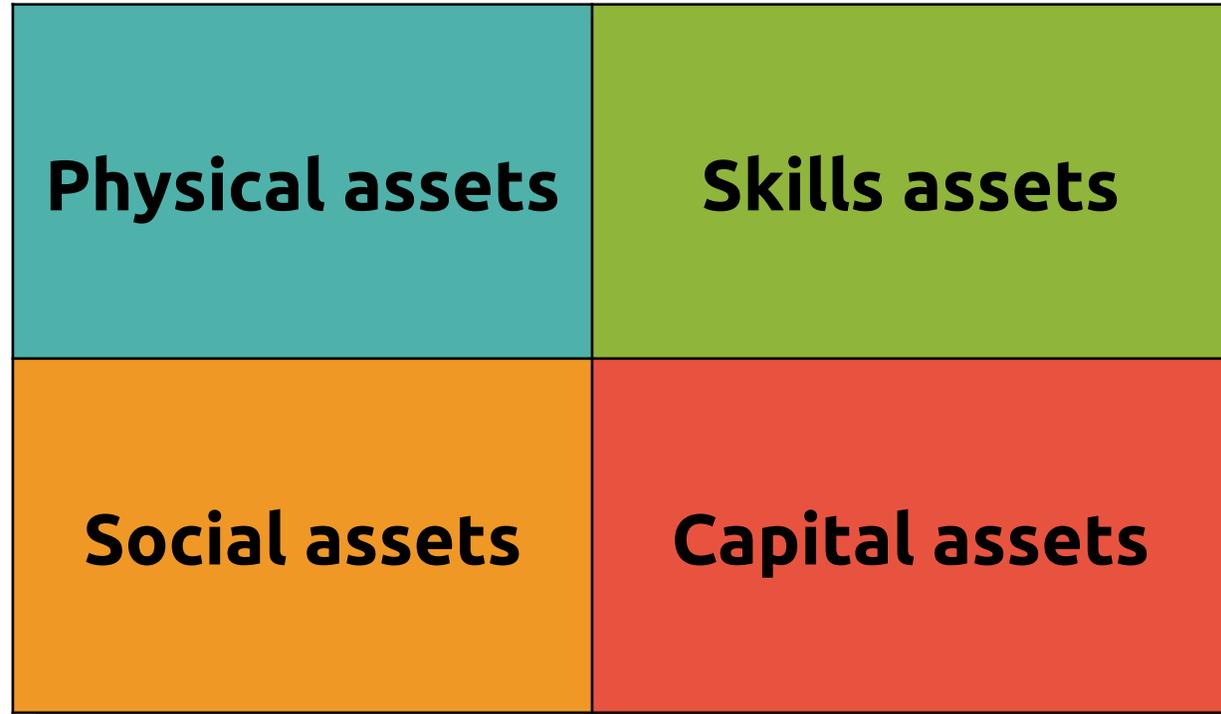
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What could we do?

Rule 3: Uncover hidden assets that people are willing to share



Mapping assets





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What could we do?

Rule 4: Link and leverage your assets to create new opportunities





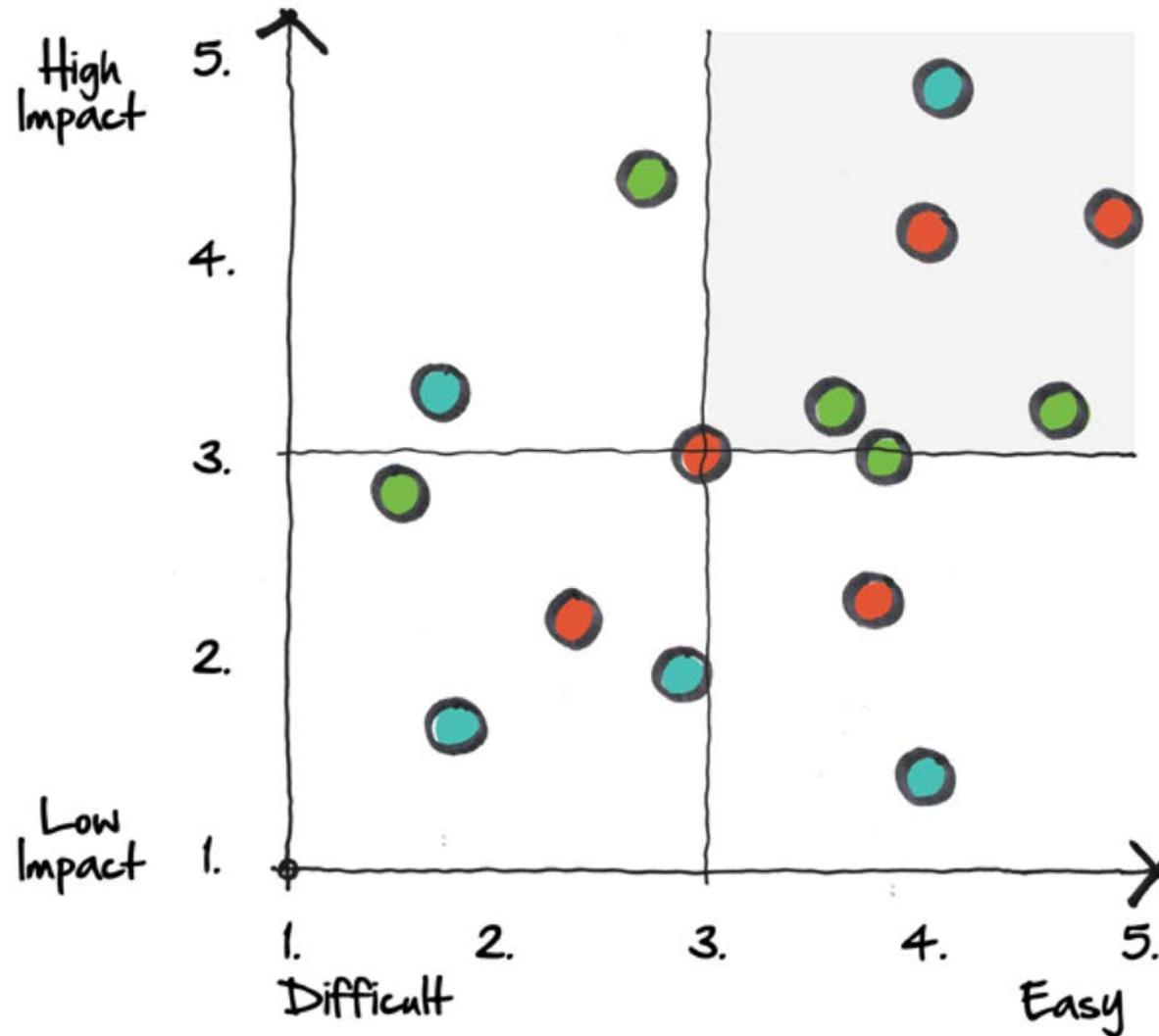
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What should we do?

Rule 5: Rank all your opportunities to find your "Big Easy"



Ranking with a 2x2 Matrix





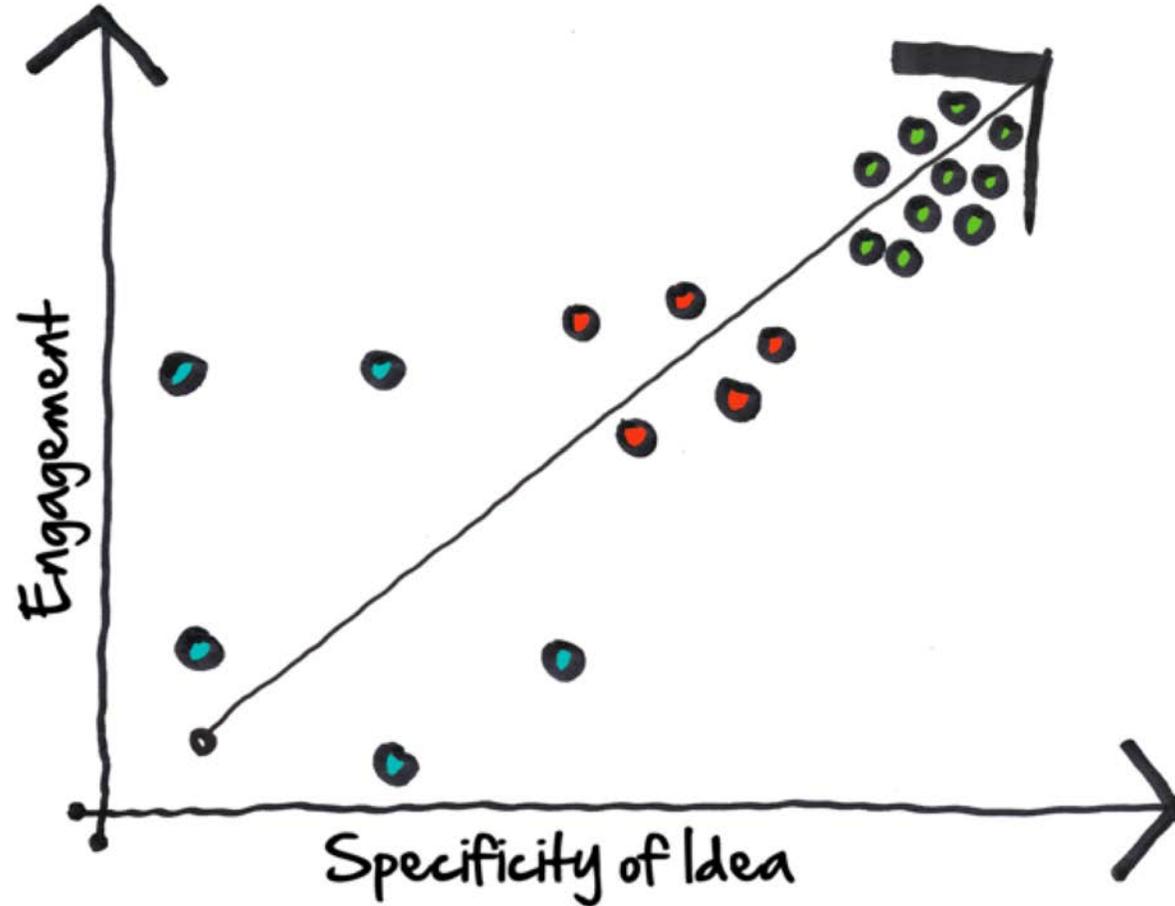
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What should we do?

Rule 6: Convert your Big Easy into an outcome with measurable characteristics (Where you are going)



Specific, measurable outcomes build engagement and capacity



What does success look like?

- What will we see?
- What will we feel?
- Whose life will be better and how?



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What will we do?

Rule 7: Define at least one Pathfinder Project with guideposts (How you will get there)

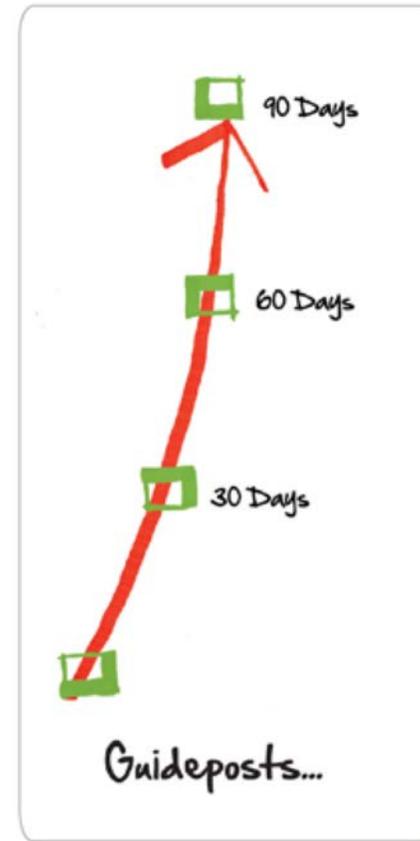


Define at Least One Pathfinder project with Guideposts

RULE [7]

We use the following checklist to define a good Pathfinder project:

- It will engage all the people around the table in doing something to move toward their shared outcome;
- It will be completed within approximately 3 to 6 months (90-180 days);
- It will serve as a vehicle to attract others and “create a buzz”;
- It will help the participants in a new collaboration test some key assumptions about whether their outcome is achievable;
- It will have a clear endpoint that will help the network decide whether or not to move forward.



Examples of Pathfinder projects

- Pilots
- Prototypes
- Proofs of Concept
- “White papers”
- Surveys
- Forums



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What will we do?

Rule 8: Draft a short term action plan with everyone taking a small step





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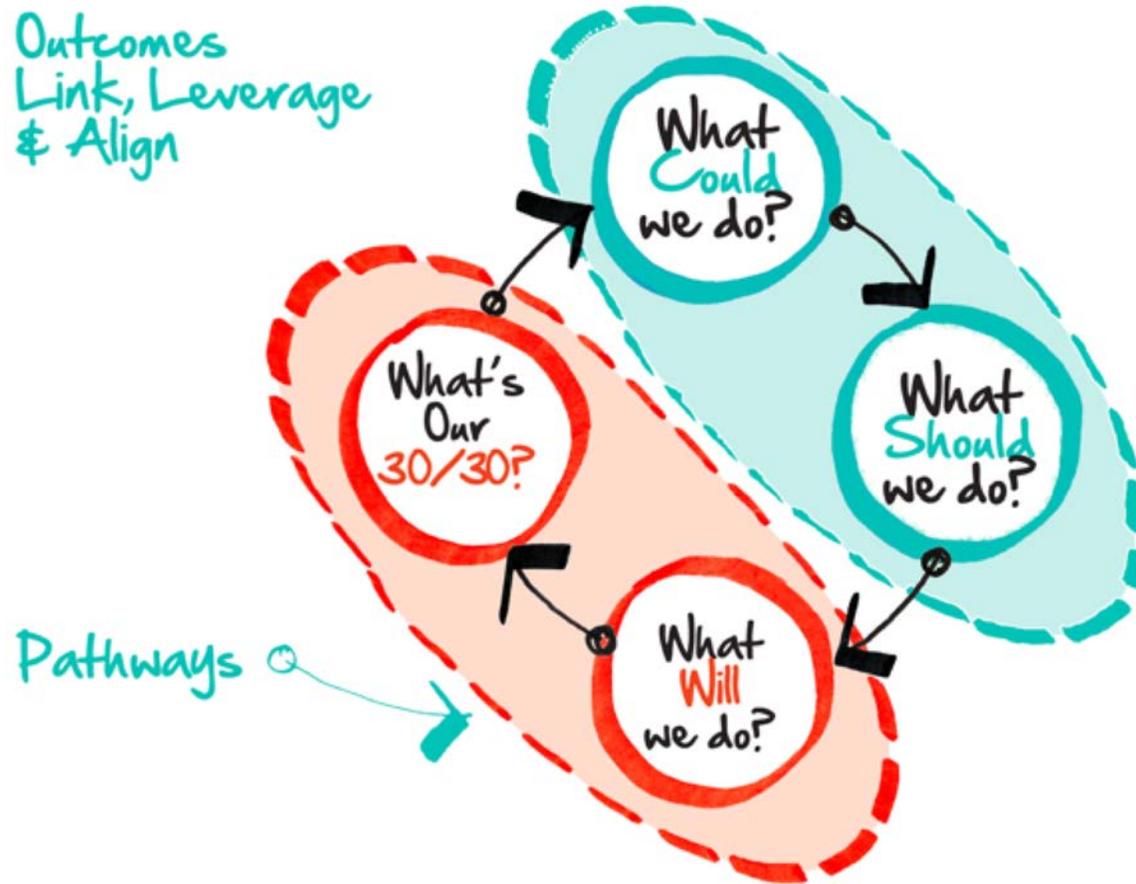
What will we do?

Rule 9: Set a 30/30 meeting to review your progress and make adjustments



Learning Loops

Outcomes
Link, Leverage
& Align





1. What have we each learned (new information, insights, etc.) over the last 30 days while performing our action items?
2. Did anything that was to have been done over the last 30 days NOT get done? If not, does it STILL need to be done? If “yes,” how will it get done?
3. Does our proposed course forward still make sense? Any course corrections need to be made in light of what we’ve learned over the last 30 days? Do our dates (guideposts, etc.) need adjusting?
4. Now...what will each of us do over the NEXT 30 days – who will do what, by when, and what is the deliverable?
5. When, where, and how will we get together the next time (in about 30 days)?



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What's our 30/30?

Rule 10: Nudge, connect and promote relentlessly to build your new habits of collaboration



DIGITAL NUDGING IN ACTION

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Generic Message to Group	Please remember that everyone's action items are due by Friday.
Using Receiver's Name	Dave, how are you coming with your action item? Will you complete it by Friday?
Using Receiver's and Sender's Name	Dave, Scott here. How's it coming with your action item? Anything I can do to help? See you Friday.
Using Receiver's and Sender's name and Doing Something to Help	Dave, Scott here. How's it coming with your action item? I've set up a folder called "Dave" for you in Dropbox. Upload it there when you get a chance. See you on Friday!
Using Receiver's and Sender's name, Doing Something to Help, and Pointing to Desired Behaviors	Dave, Scott here. Really cool stuff coming in from Mary and Bill, huh? Can't wait to find out what you've learned from completing your action item. I've set up a Dropbox folder called "Dave" for you. Upload it there when you get a chance. See you on Friday!

10%

15%

18%

27%

+

NUDGE

THE FINE ART AND GENTLE SCIENCE OF DIGITAL NUDGING

Shamah, D. in The Times of Israel

More on using digital technology to "nudge."

Thank you!

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