

**PURDUE**  
UNIVERSITY

**Introduction to  
Strategic Doing:  
Lake County, FL**

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Purdue Center for Regional Development

Lake County, FL

November, 2011



# Outcomes for today

Where we will end up



**Think** in new ways about **networks**

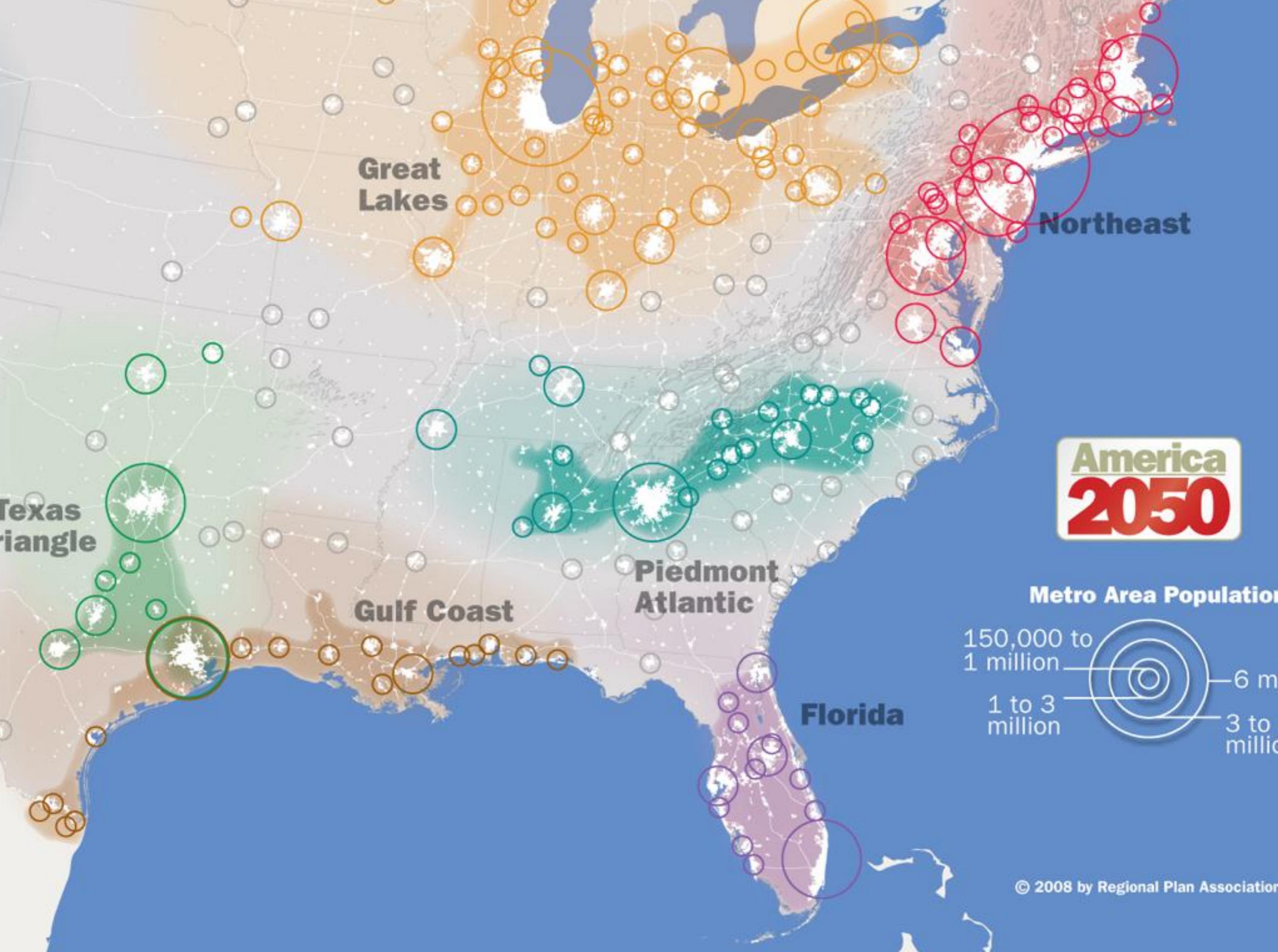
**Understand** the value of **civility**

**Learn** some key elements of **Strategic Doing**



# Operating inside Florida





**Great Lakes**

**Northeast**

**America  
2050**

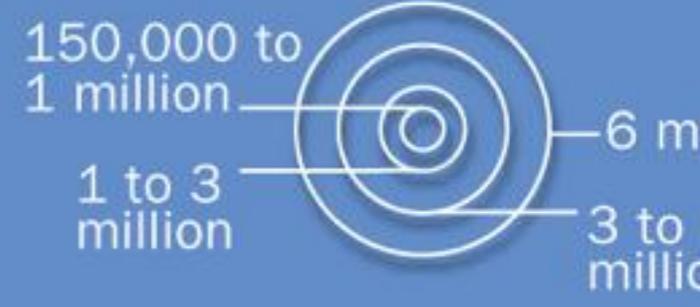
**Texas  
Triangle**

**Gulf Coast**

**Piedmont  
Atlantic**

**Florida**

**Metro Area Population**







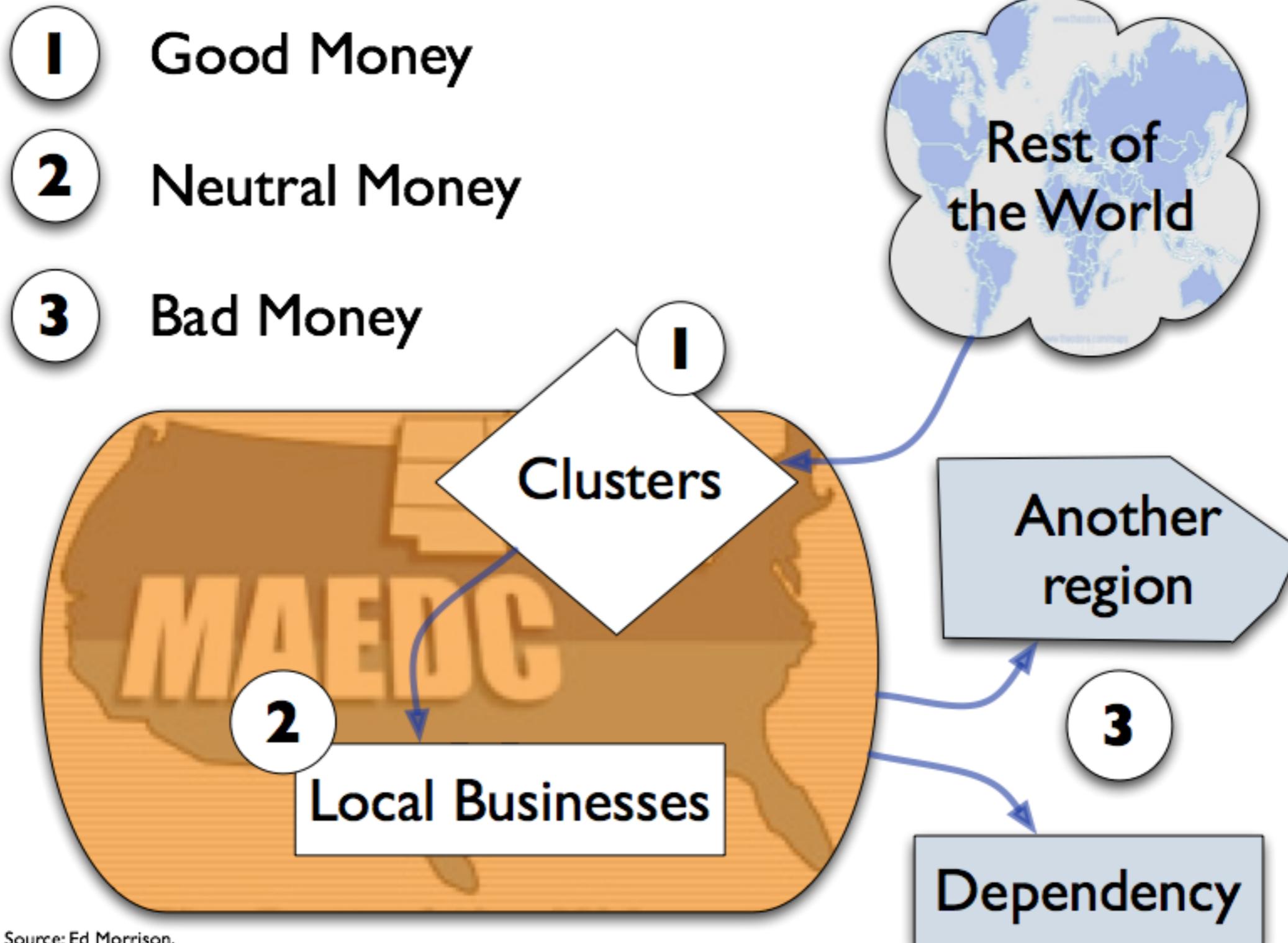
It seems so  
overwhelming



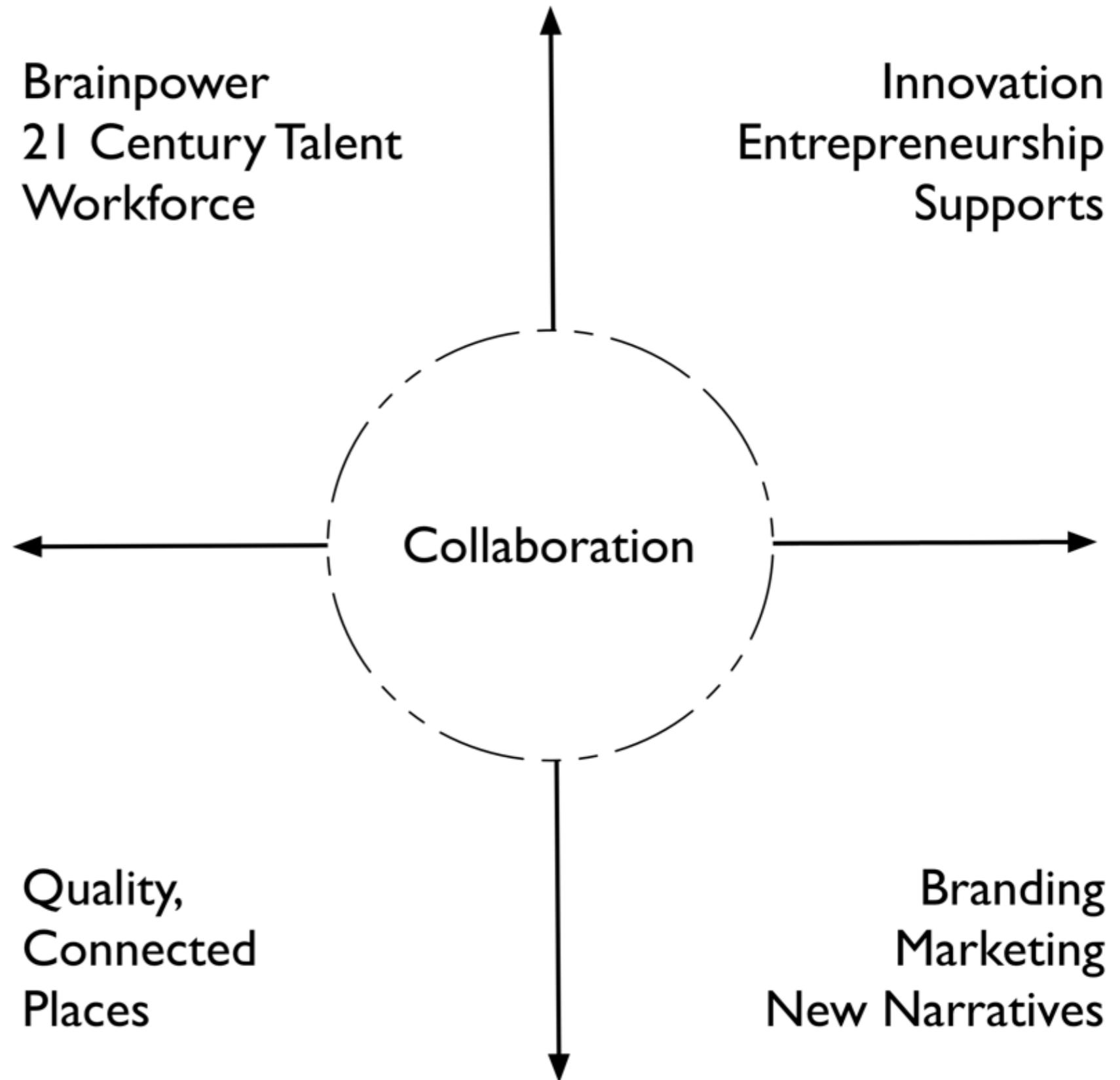


# Economic Development

In a nutshell



# Assemble a Strategy Portfolio



# Follow a Strategy Discipline



# Lessons from around the country

Location of Strategic Doing presentations and workshops

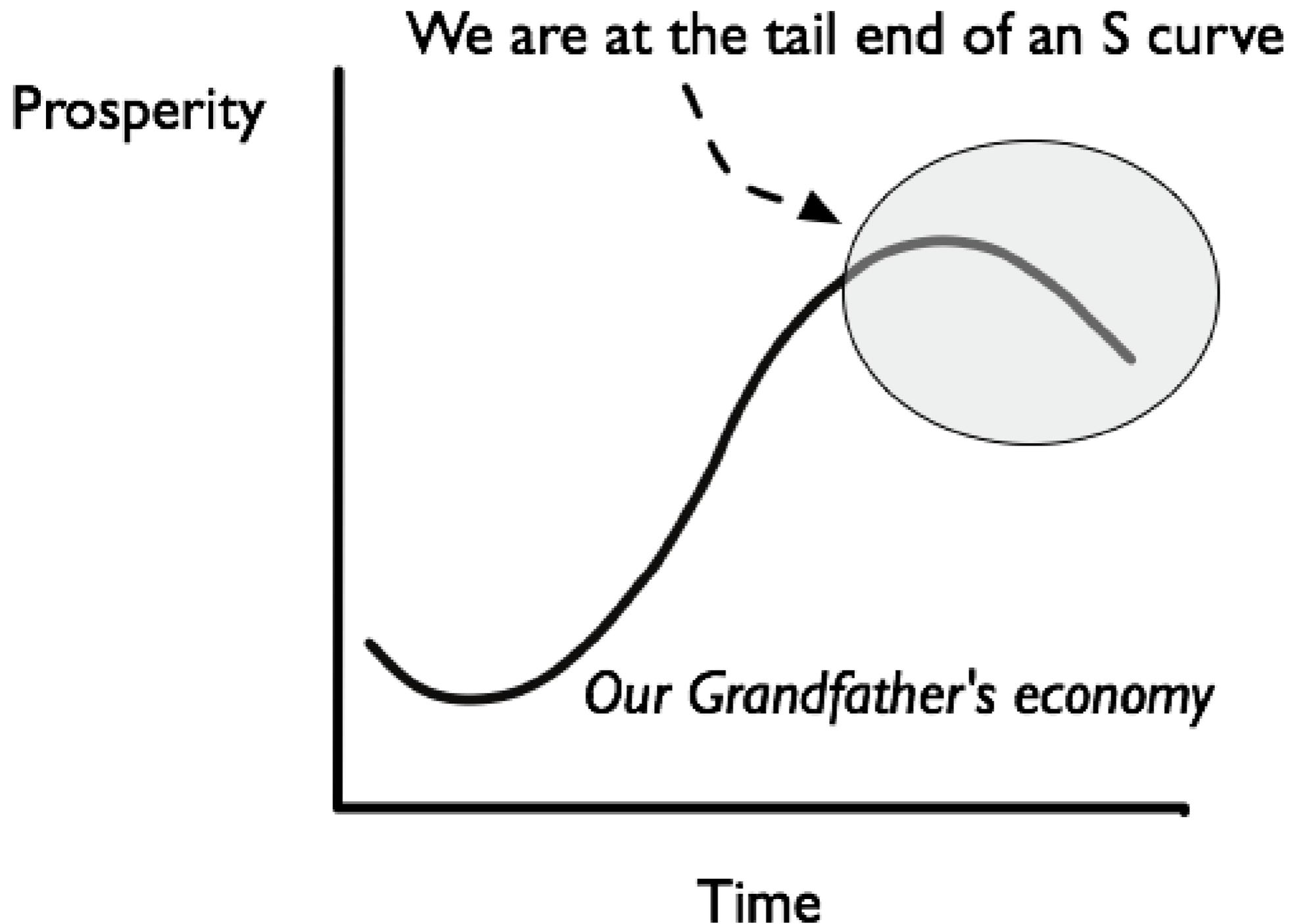




Strap on your goggles...  
It's a whole new game

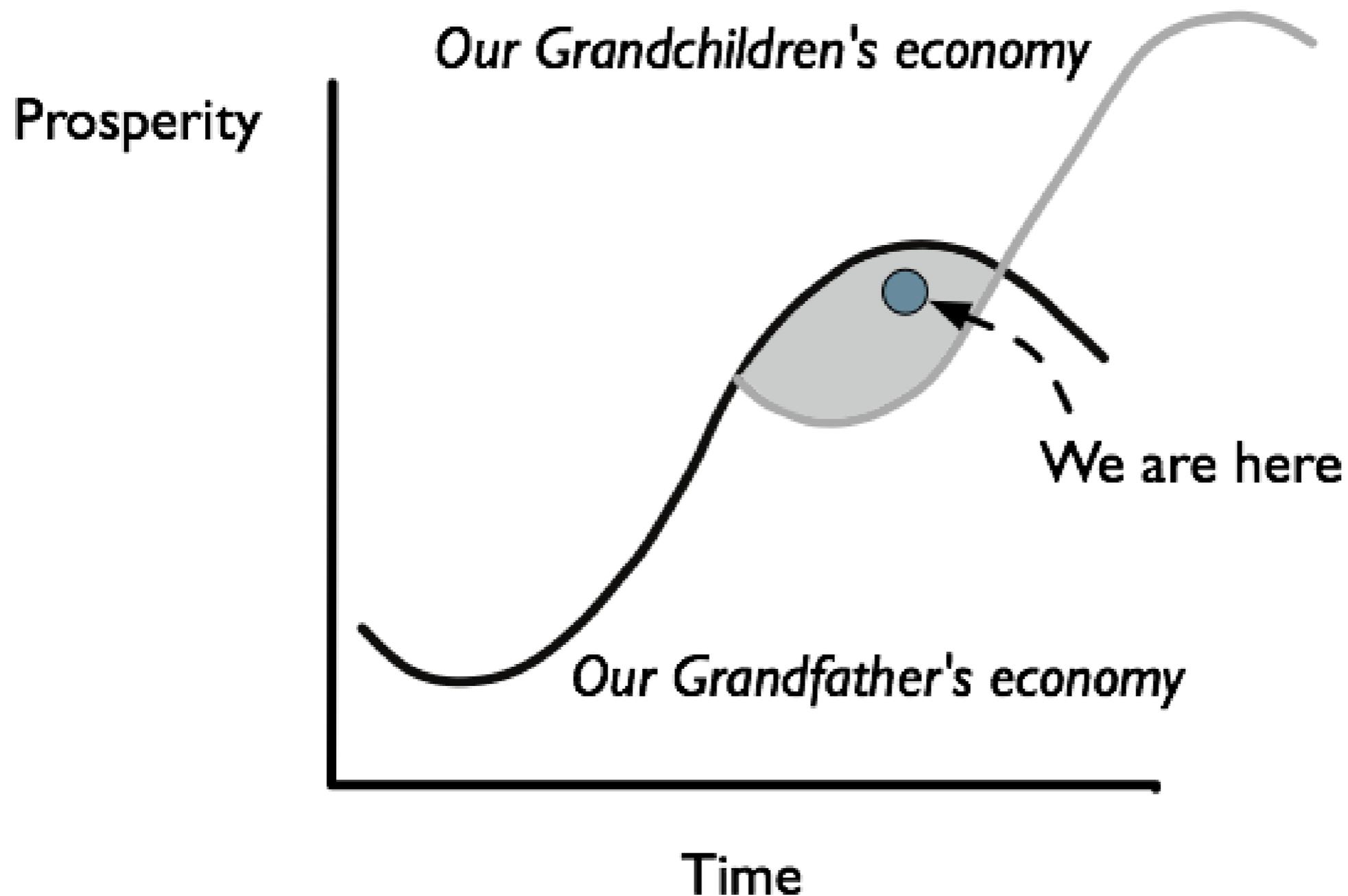
# Our Grandfather's economy

Topped out on its S Curve



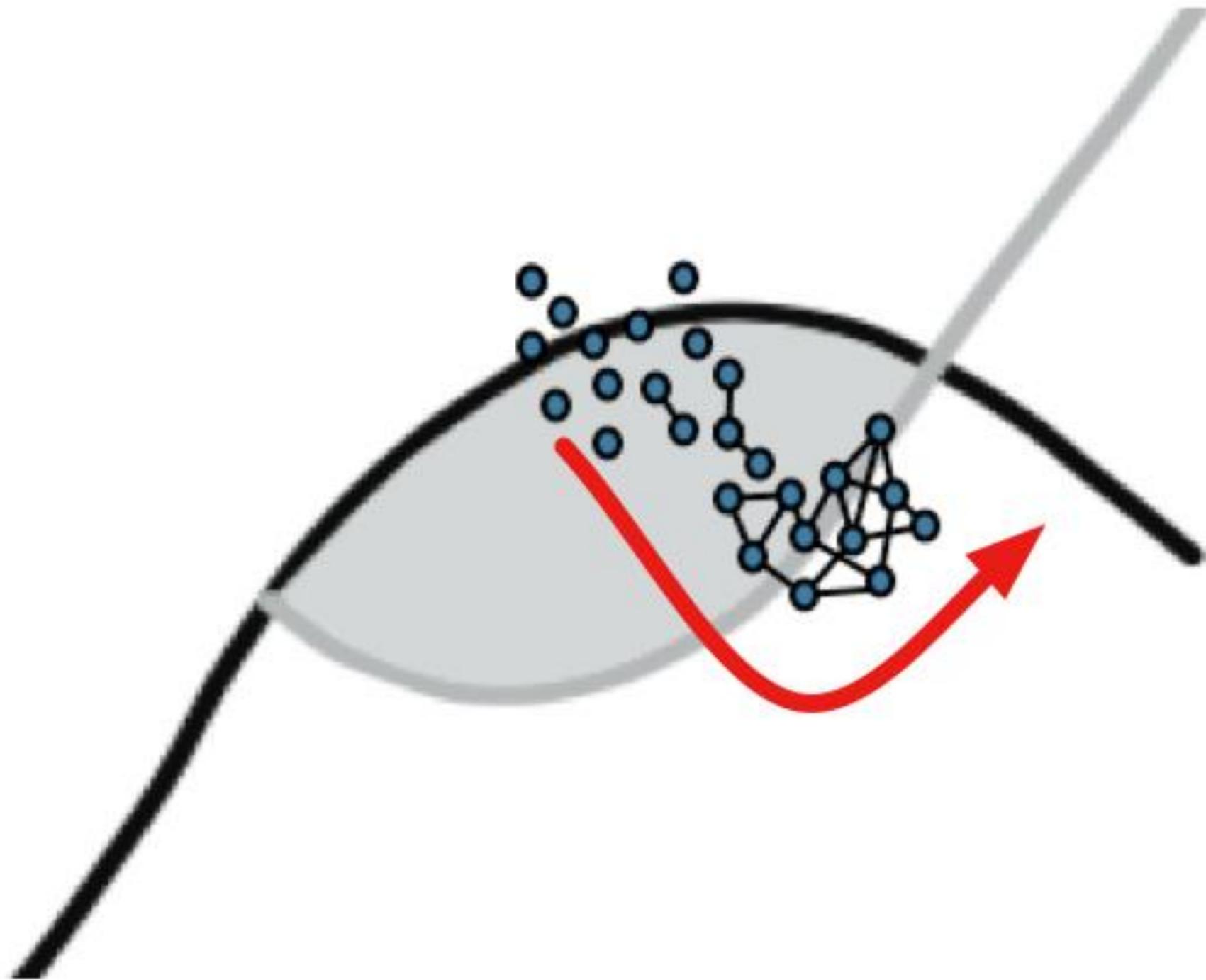
# Our Grandchildren's economy

Wealth and jobs created through networks



# Connect our assets

Find new opportunities with “link and leverage” strategies



Santa Fe  
Plaza

1993



# Today

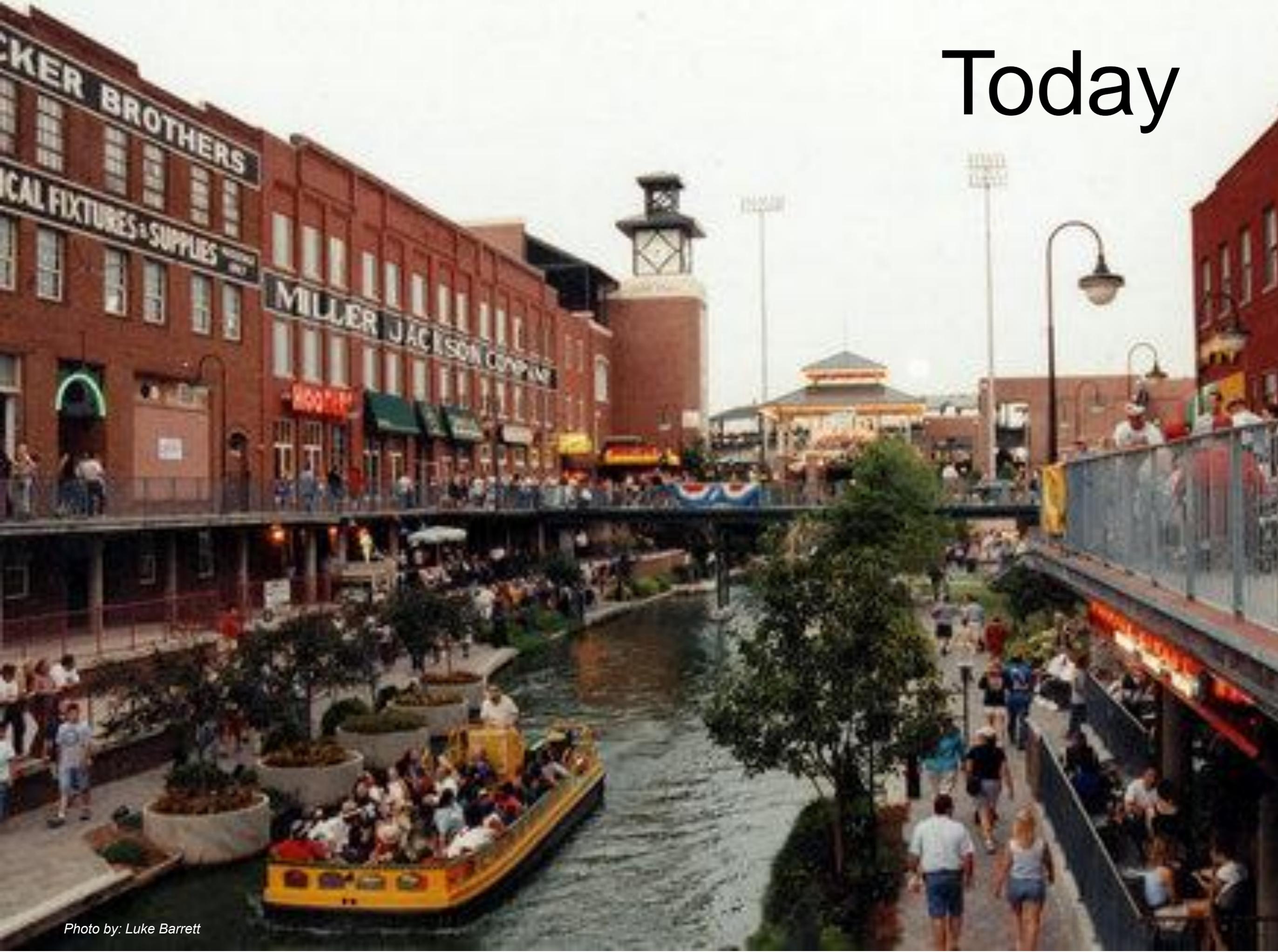


Photo by: Luke Barrett

# Oklahoma City: A National Model

How did we transform OKC?

The screenshot shows the top portion of a web article on The Atlantic. The site's logo is in the top left, and the date 'SATURDAY, NOVEMBER 20, 2010' is in the top right. A search bar is also present. Below the logo, navigation links for 'POLITICS', 'BUSINESS', 'CULTURE', and 'INTERNATIONAL' are visible, with 'BUSINESS' highlighted in red. The author's name, 'DEREK THOMPSON', is followed by a bio: 'Derek Thompson is a staff editor at TheAtlantic.com, where he writes about economics, business, and technology. Derek has also written for BusinessWeek, Slate and The Daily Beast.' There are links for 'BIO' and 'ALL POSTS'. Below the bio are social media sharing icons for Facebook, Blogger, and Twitter, along with 'SHARE' and 'EMAIL PRINT' options. The article title is 'Why Oklahoma City Could Represent the Future of America', dated 'SEP 13 2010, 5:20 PM ET' with 34 comments and 590 likes. The first paragraph of the article is visible, discussing the Great Depression and the Dust Bowl.

**the Atlantic** SATURDAY, NOVEMBER 20, 2010 SEARCH OUR SITE

POLITICS **BUSINESS** CULTURE | INTERNATIONAL

DEREK THOMPSON - Derek Thompson is a staff editor at TheAtlantic.com, where he writes about economics, business, and technology. Derek has also written for *BusinessWeek*, *Slate* and *The Daily Beast*.  
[BIO](#) | [ALL POSTS](#)

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## Why Oklahoma City Could Represent the Future of America

SEP 13 2010, 5:20 PM ET | 34 590 people

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.

# Developing an “entrepreneurial hot spot”

## Charleston Digital Corridor



**charleston • digital • corridor**

18th century architecture. 21st century technology

A **creative** effort to attract, nurture & promote Charleston's **knowledge economy** by facilitating a business, physical and social environment where technology companies thrive.

[corridor](#)

[participate](#)

[relocation](#)

[initiatives](#)

[charleston](#)

[media](#)

### FEATURED MEMBERS



#### SINELABS

sineLABS is a private enterprise engaged in the development of mobile and web applications for a small board of advisors. The company is initially focused on a line of individual iPhone applications following a shared...



#### SPARC, LLC

SPARC is a Charleston, S.C. based systems integration organization. Whether it be a major systems overhaul, or the seemingly 'basic' everyday tasks, the success and partnerships we develop and maintain wit...

### Applied Technology & Management



01:02

vimeo



### NEWS

10.29.11  
**CORRIDOR**  
Biotech Firm Acquired In Deal  
[read](#)

10.25.11  
**CORRIDOR**  
PeopleMatter Moving Headquarters to Upper King Street  
[read](#)

10.25.11  
**CORRIDOR**  
PeopleMatter CEO - Charleston Can Be "Silicon Harbor"  
[read](#)

### INITIATIVES

#### TOUCHDOWN SPACE

Need a place to start? We have it! A temporary office space at the Flagship for companies in transition.

< **oct** nov dec jan feb mar apr may jun jul >

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



10.12.11  
**STEP AHEAD'S GET A**  
New Facebook Changes Lunch & Learn



10.20.11  
**2011 BASH**  
Join us for the 8th Annual Charleston Di

### RECENT MEDIA

**GALLERY:**  
**2011 BASH**  
[view](#)

# Small Business Vitality Rankings

Transforming OKC and Charleston created measurable change



1. Austin

2. Oklahoma City

3. Charleston, SC

Source: Business Journal Digital Network  
April 11, 2011

# Horse Cave, KY

Redoing the downtown





## HORSE CAVE STORIES

Fact, Fiction, and Folklore

This website is designed as a companion to the cell phone walking tour of the Cultural District of downtown Horse Cave. Whether you are planning a visit to Horse Cave, returning from a visit or just want to know more about this fascinating place, there is a lot to learn and do on this site: view slide shows, and listen to recorded stories. It's a great way to be an armchair traveler!

There are **ten stops on the tour**. Find them on the interactive map below and open each site to find stories and photos. Change the view of the map to a satellite image to see the buildings and streets. In addition to the stops, you can click on **Horse Cave Stories** for more stories that are not related to a specific location, but are too good to leave out. Learn about **Horse Cave Traditions** unique to our cave region.

For the walking tour you can use a regular cell phone or a smart phone. With a smart phone, you can dial the audio stops *and* scan the QR code printed on the signs and brochures to access photos and stories via the web. Have a great time!

[Take the Tour](#)   [Horse Cave Stories & Traditions](#)   [About the Project](#)   [Links](#)

Stop #1 Rich Heritage of Horse Cave  
Stop #2 Heritage Arts Gallery  
Stop #3 The Bookstore  
Stop #4 The Opera House  
Stop #5 Cornering the Cave Market  
Stop #6 Kentucky Repertory Theatre  
Stop #7 Dr. Thomas House  
Stop #8 Hidden River Cave



**Welcome to Horse Cave**  
- Randall Curry, Mayor

270-854-3054   **Thirty-Minute Cellphone Walking Tour**



Map   Satellite   Hybrid

Main St   31W   218   Water St   High St   Horse Cave Free Public Library

# Building an Innovation Economy

Comes down to this...

**Think**

differently about the economy

**Behave**

differently to build trusted civic networks

**Do**

differently to collaborate strategically

It comes  
down to this....

**New Ways of  
Thinking**

New Ways of  
Behaving

New Ways of  
Doing

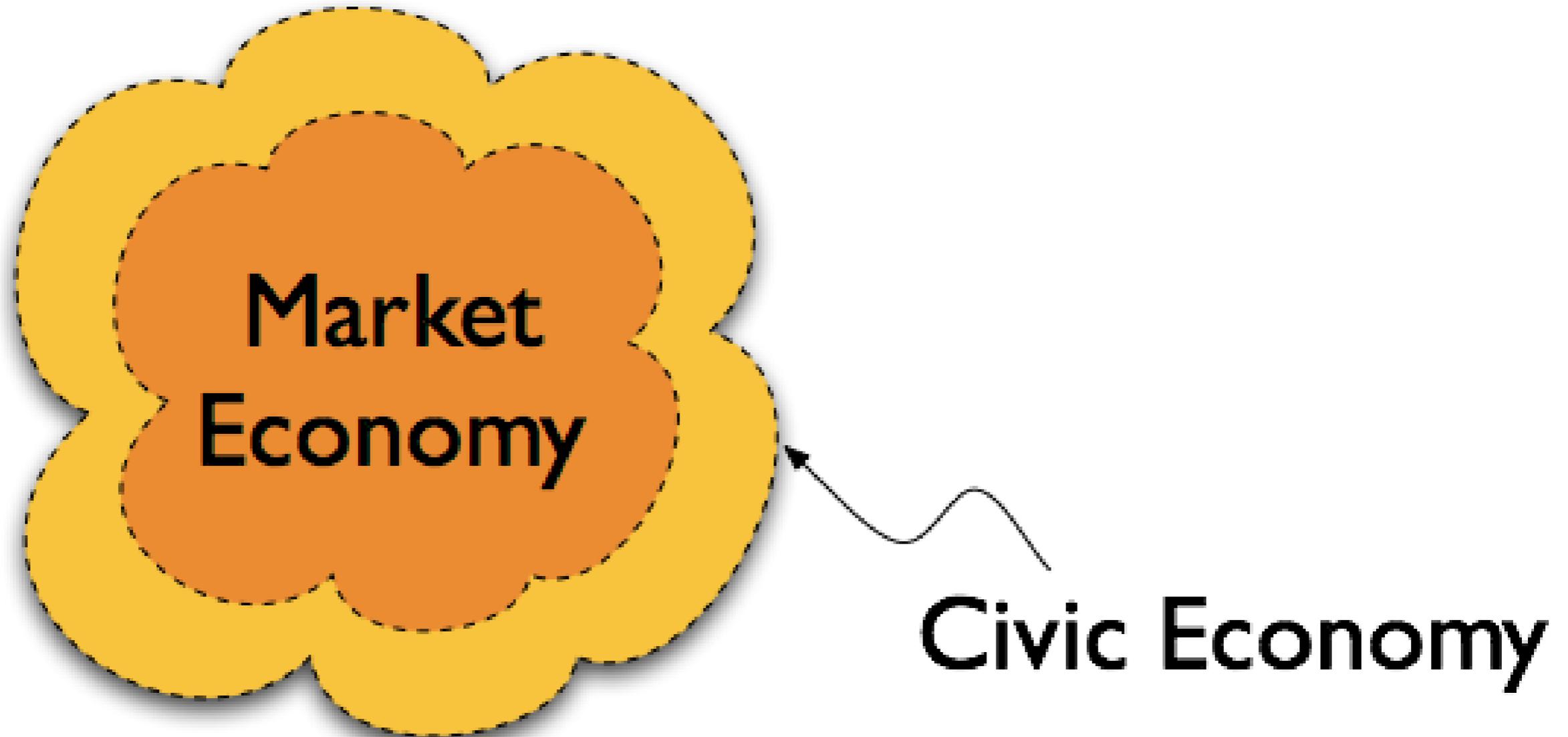
# A few key concepts

To move toward an innovation economy...



# Invest in our Civic Economy

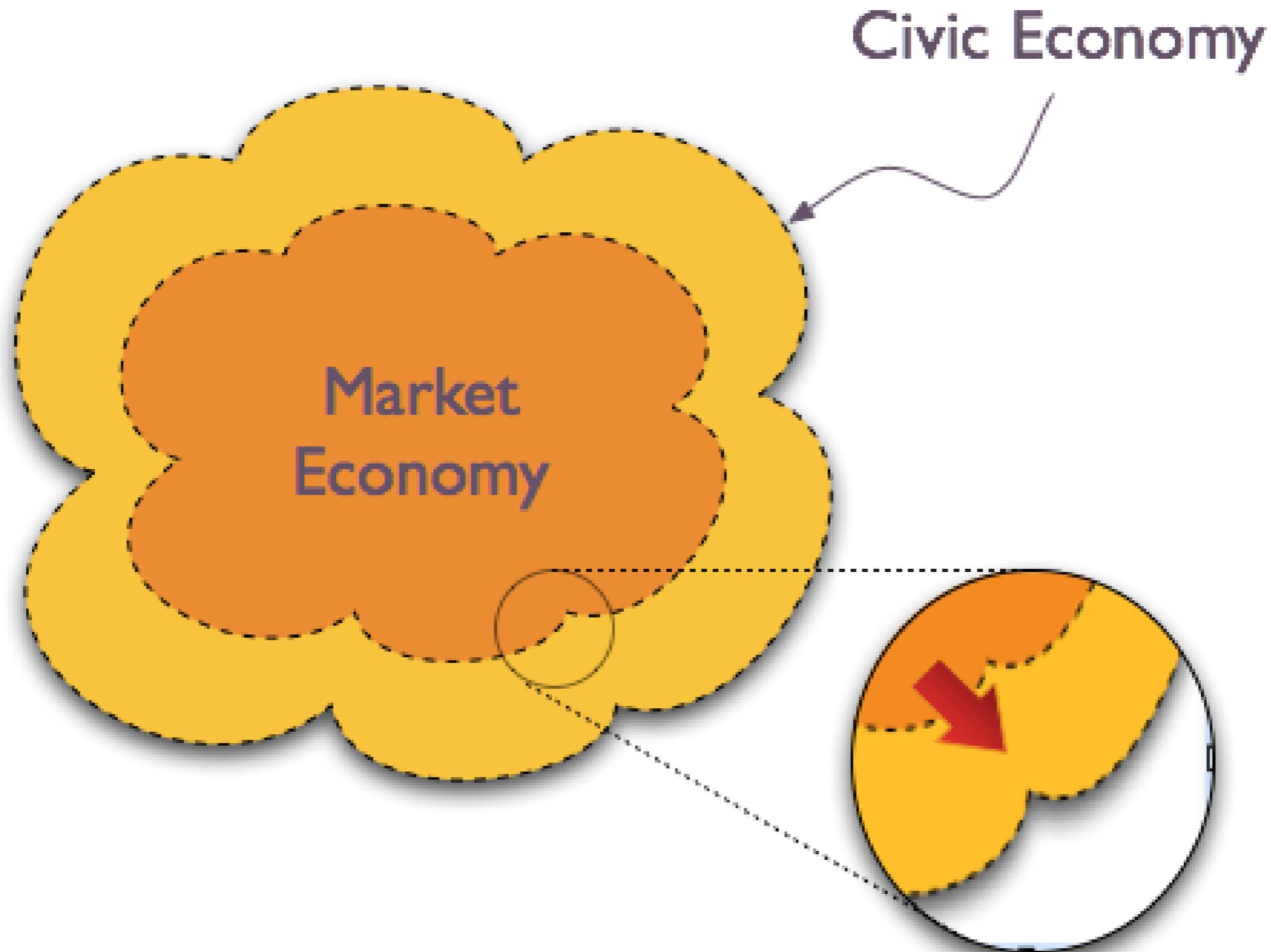
Publicly valuable, not privately profitable



Civic economy = government, education, foundations, non-profits

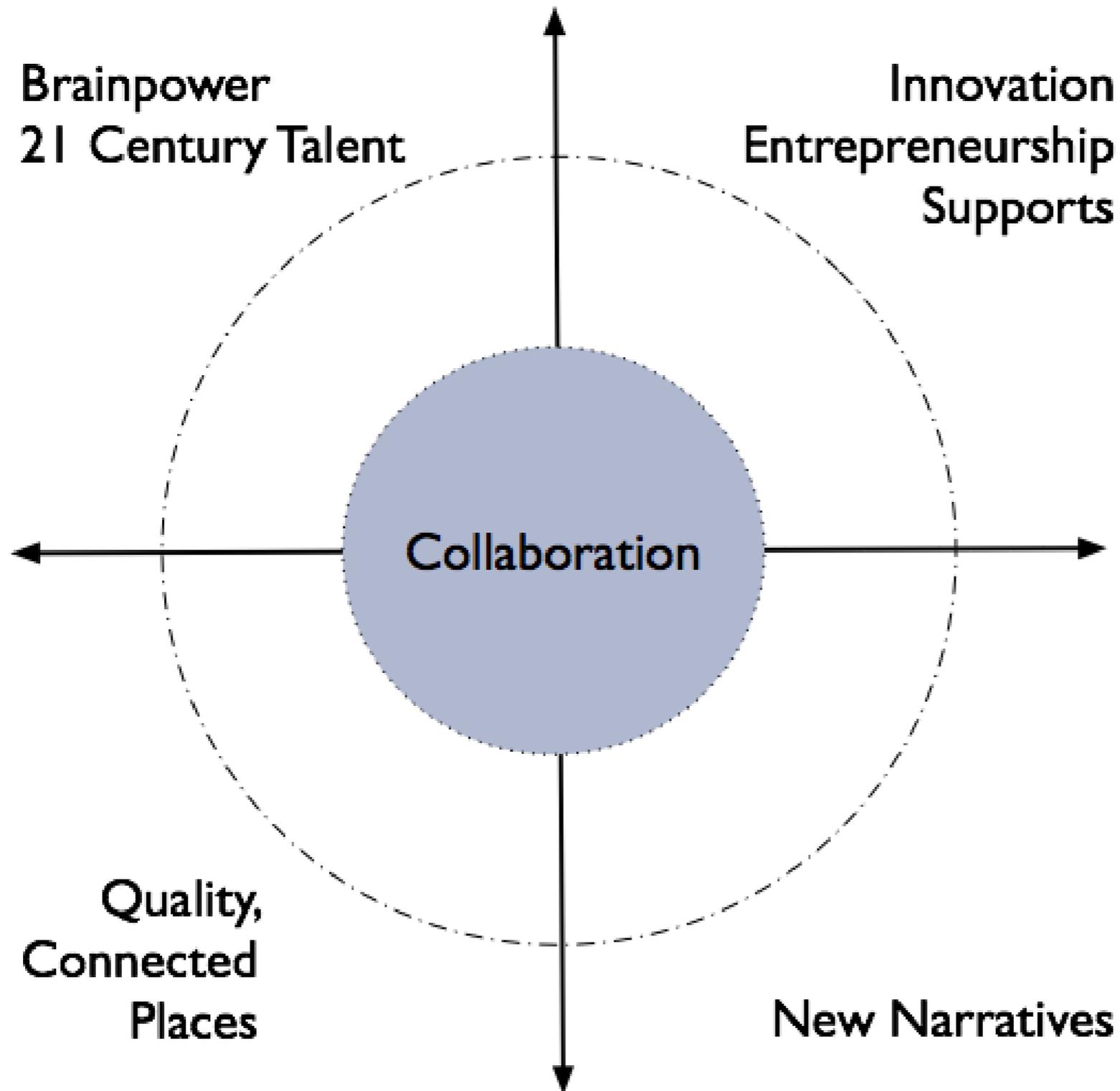
# Pushing out the boundaries

Through multi-party collaborations (Open Innovation)



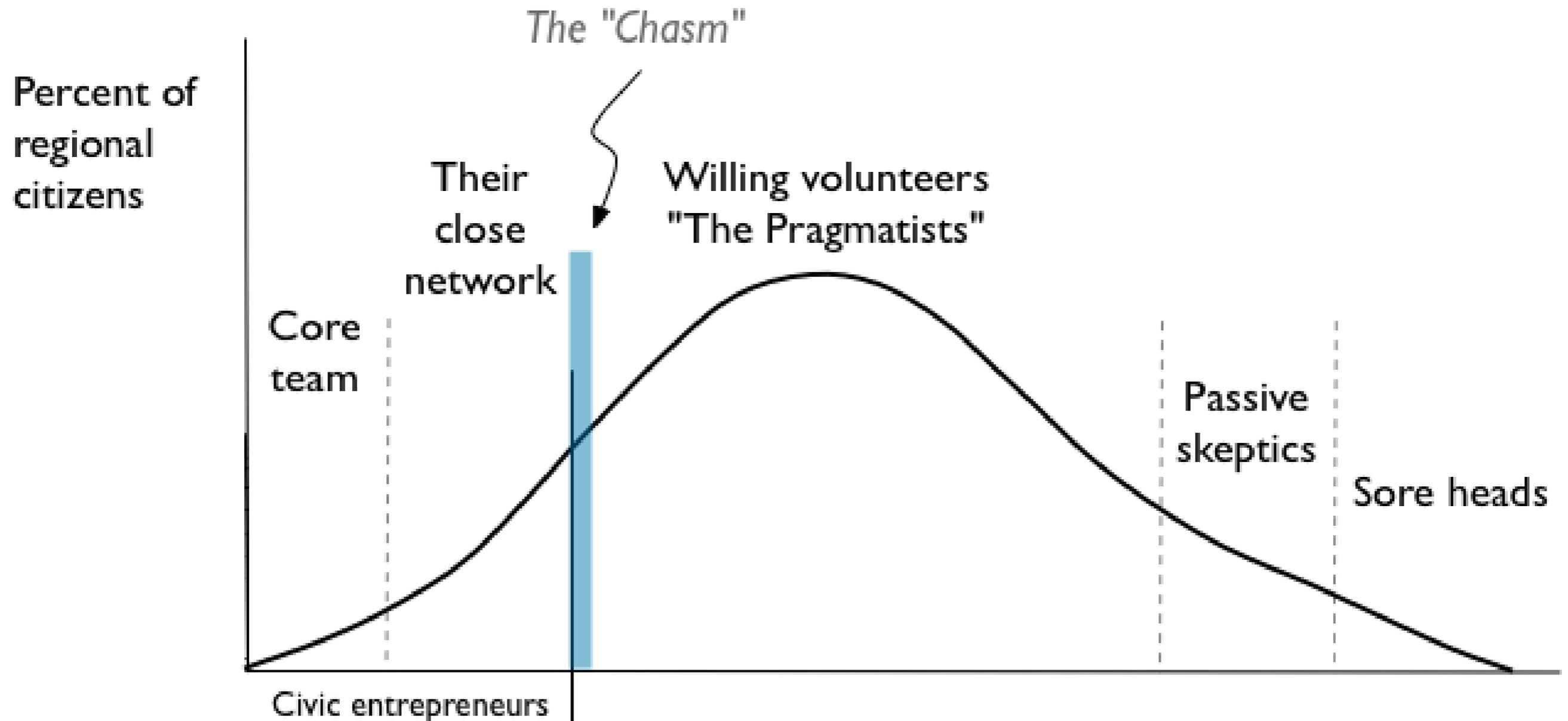
# Invest in a balanced portfolio

New networks drive prosperity



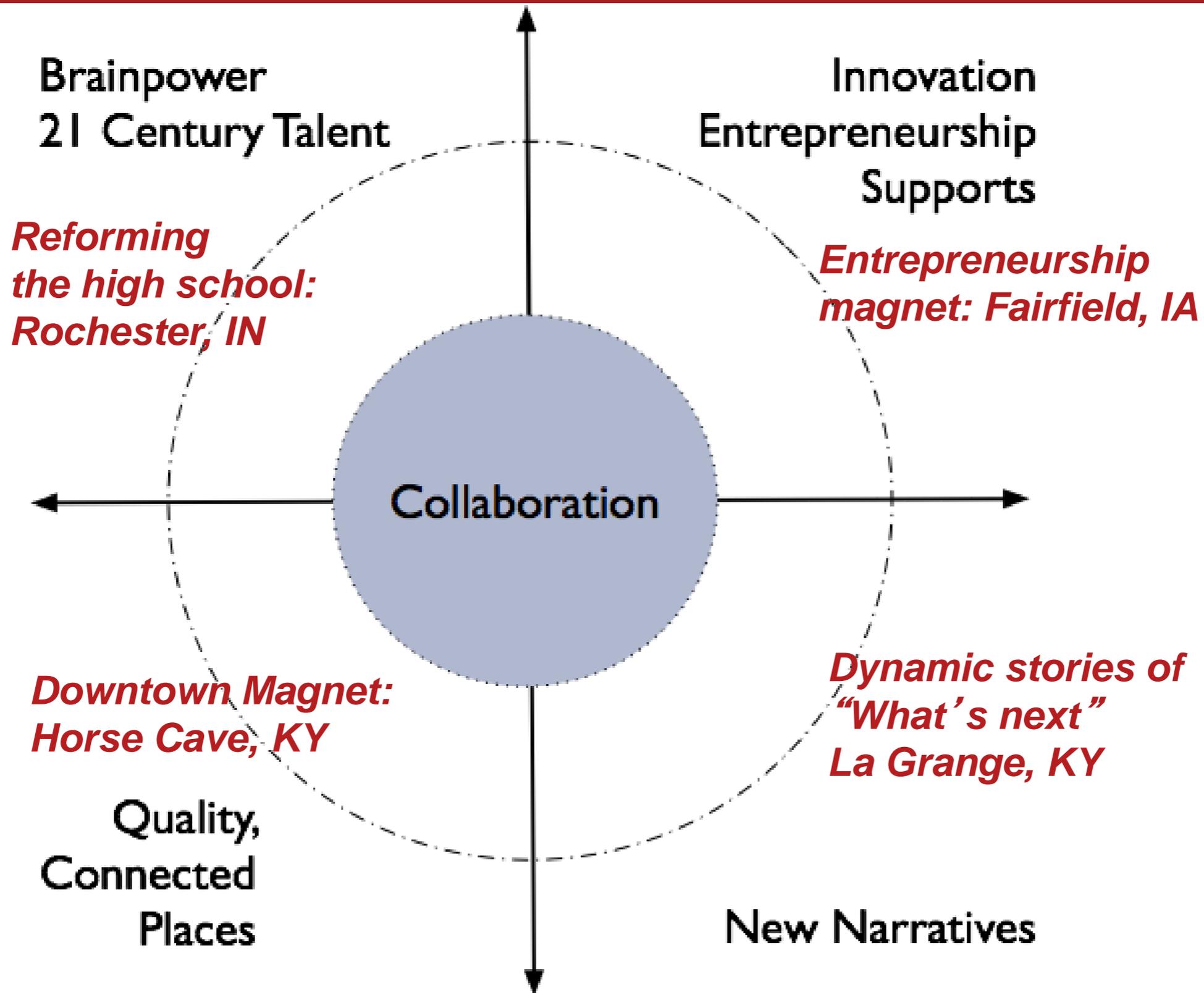
# Forget the soreheads

Move beyond old behaviors



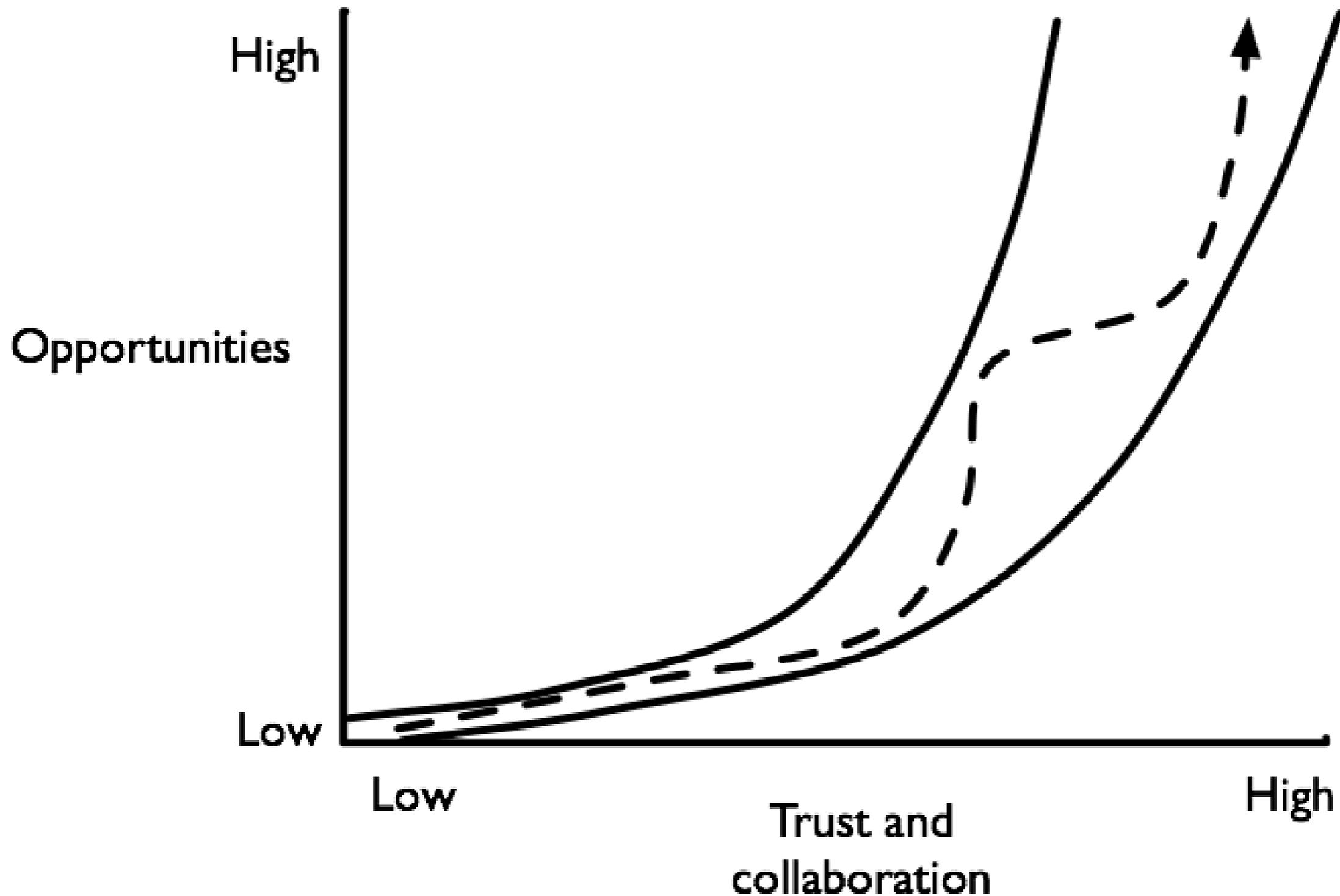
# Some examples

Build a portfolio of co-investments



# What happens when you focus

Prosperity builds on itself



# What happens when you cross boundaries?



What's the value of one cell phone?

# What happens when you cross boundaries?

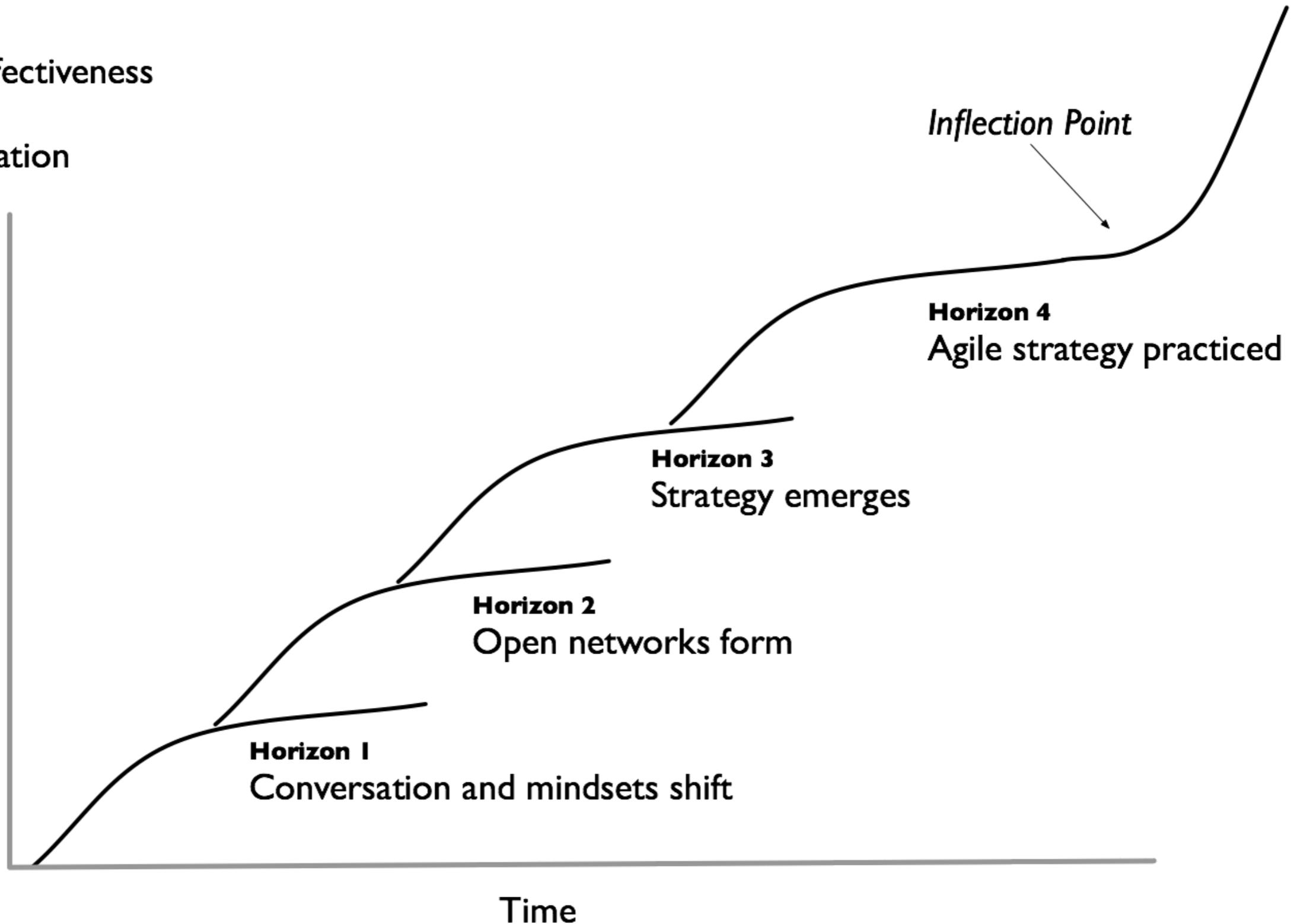


What's the value of ten cell phones?

# This process takes time

Go slow to go fast...Be focused and intentional

Level of  
Network Effectiveness  
and  
Open Innovation



# Keep focused

Guide conversations to focus on strategic questions



It comes  
down to this....

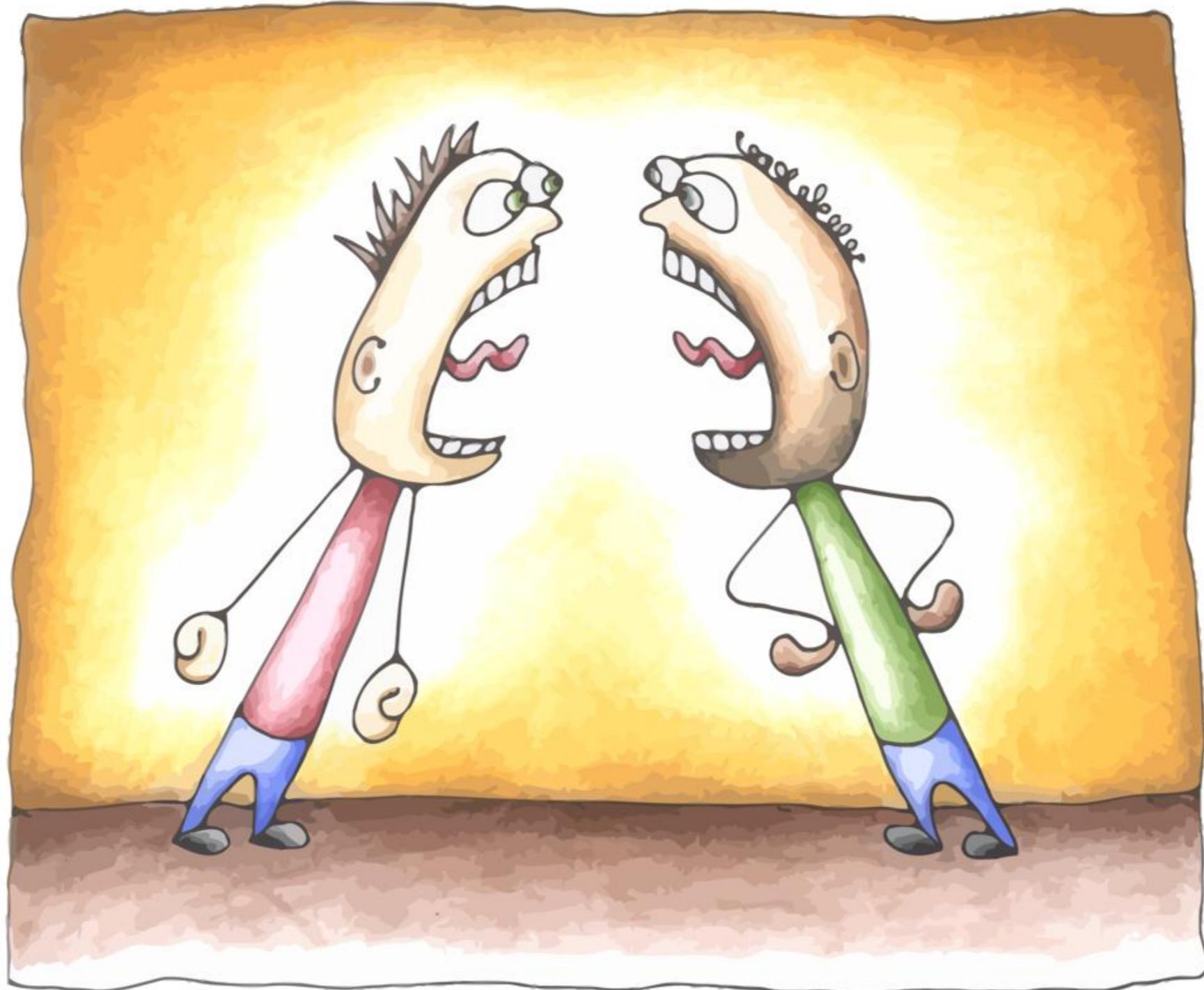
New Ways of  
Thinking

**New Ways of  
Behaving**

New Ways of  
Doing

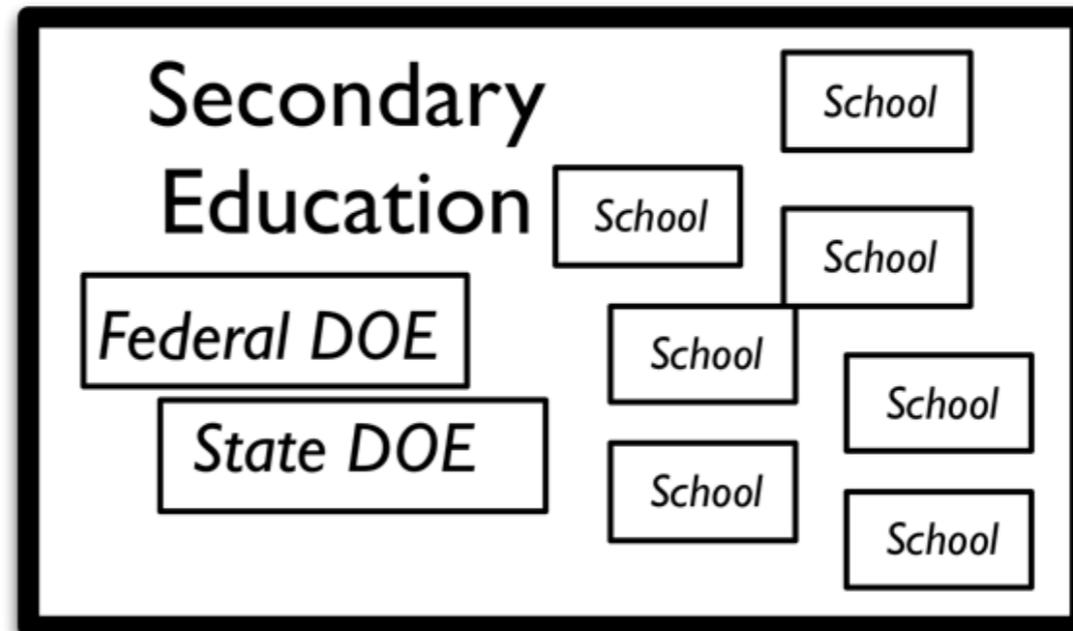
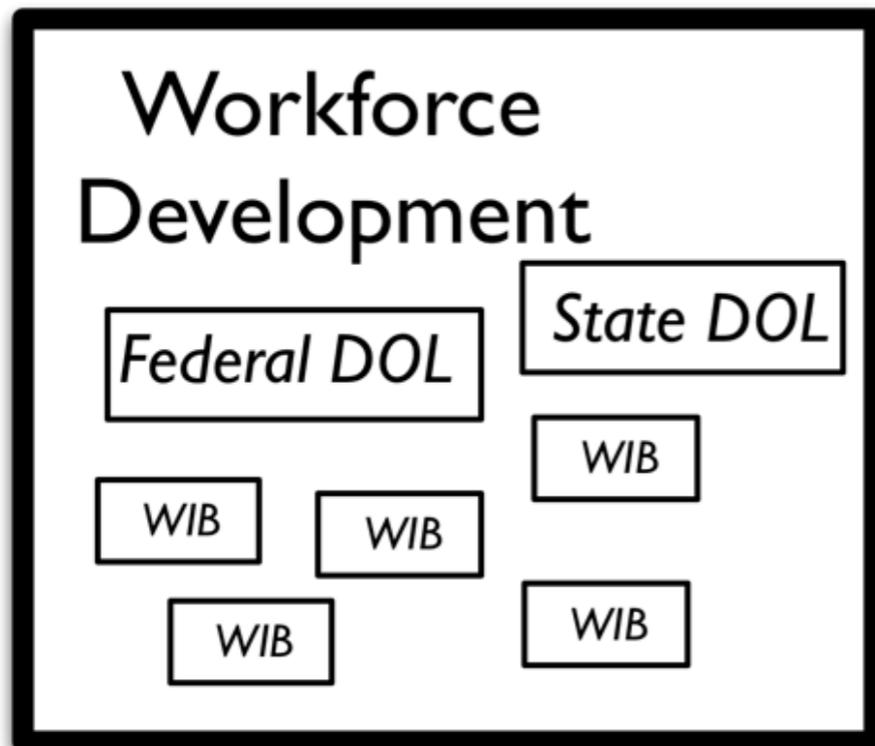
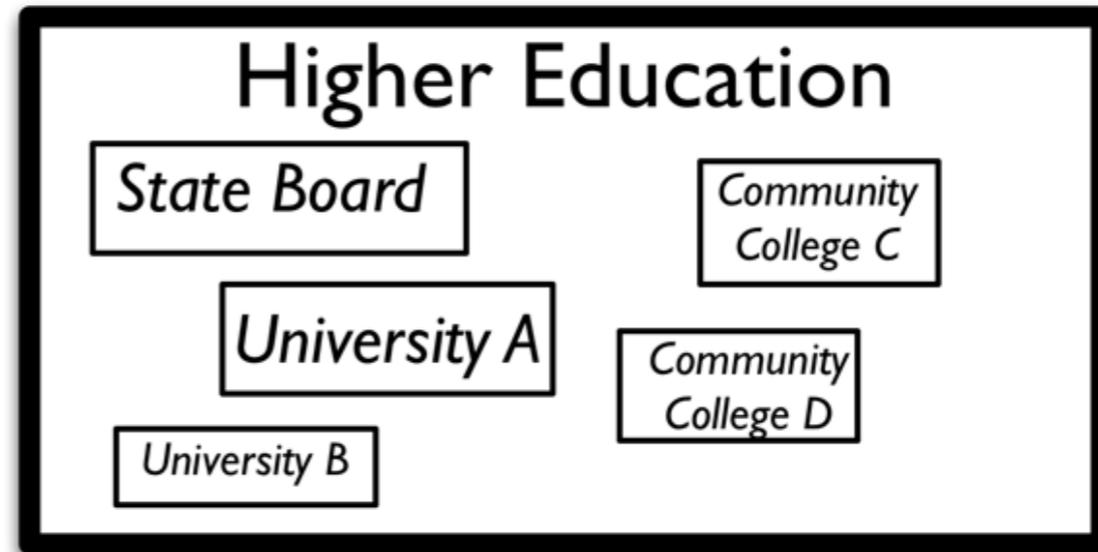
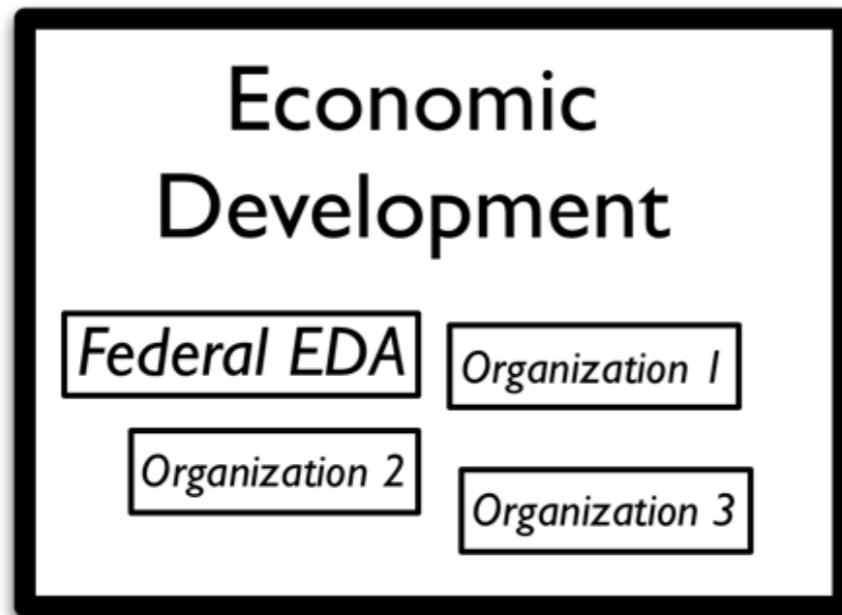
# Behaving differently

Stop playing “the game”



# Overcome the Default Command

Protect your boundaries



# Ask yourself

Why is diversity so strategic?



# Complex thinking in May 1787

Convention started with rules of civility



It comes  
down to this....

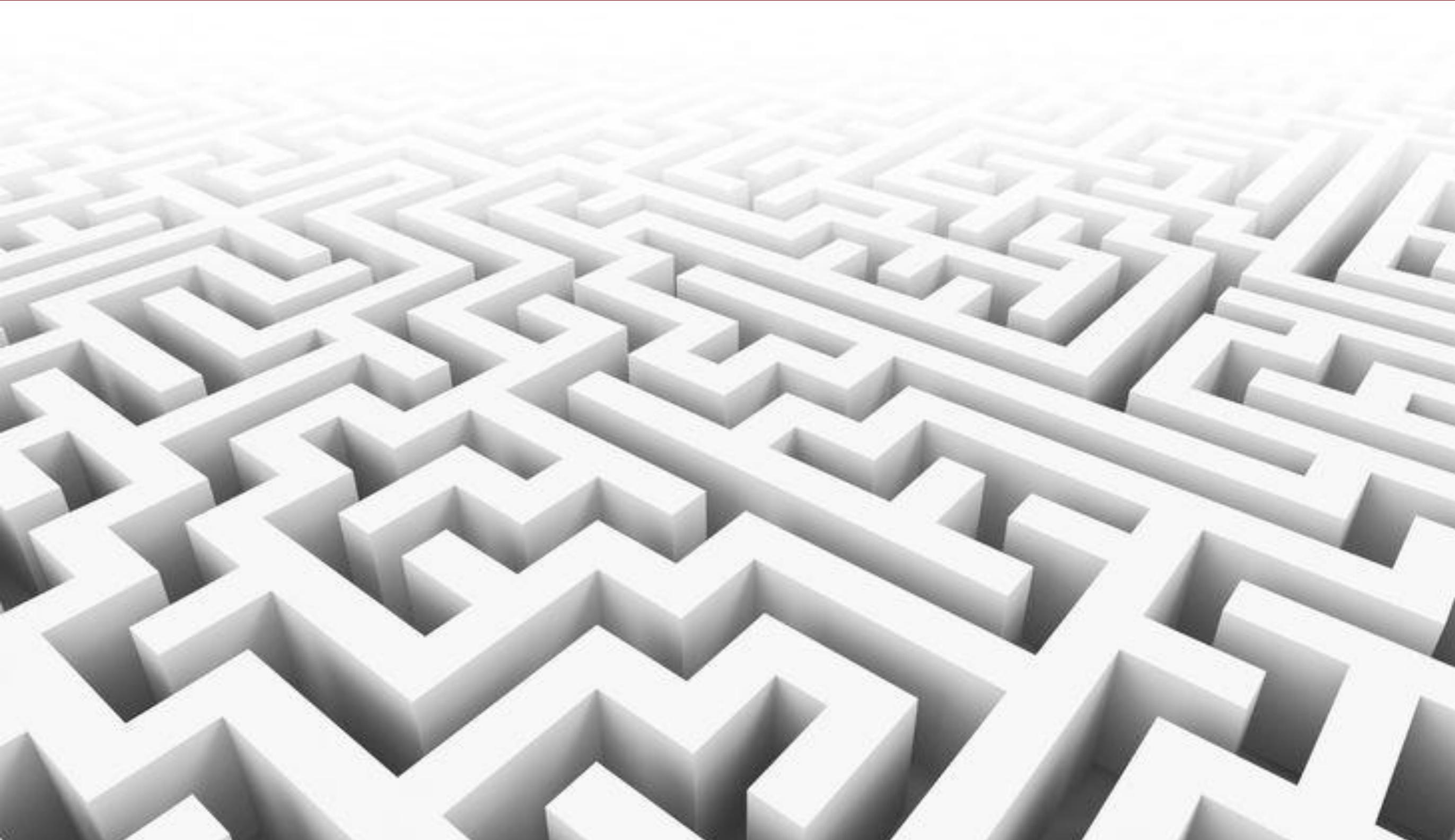
New Ways of  
Thinking

New Ways of  
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**New Ways of  
Doing**

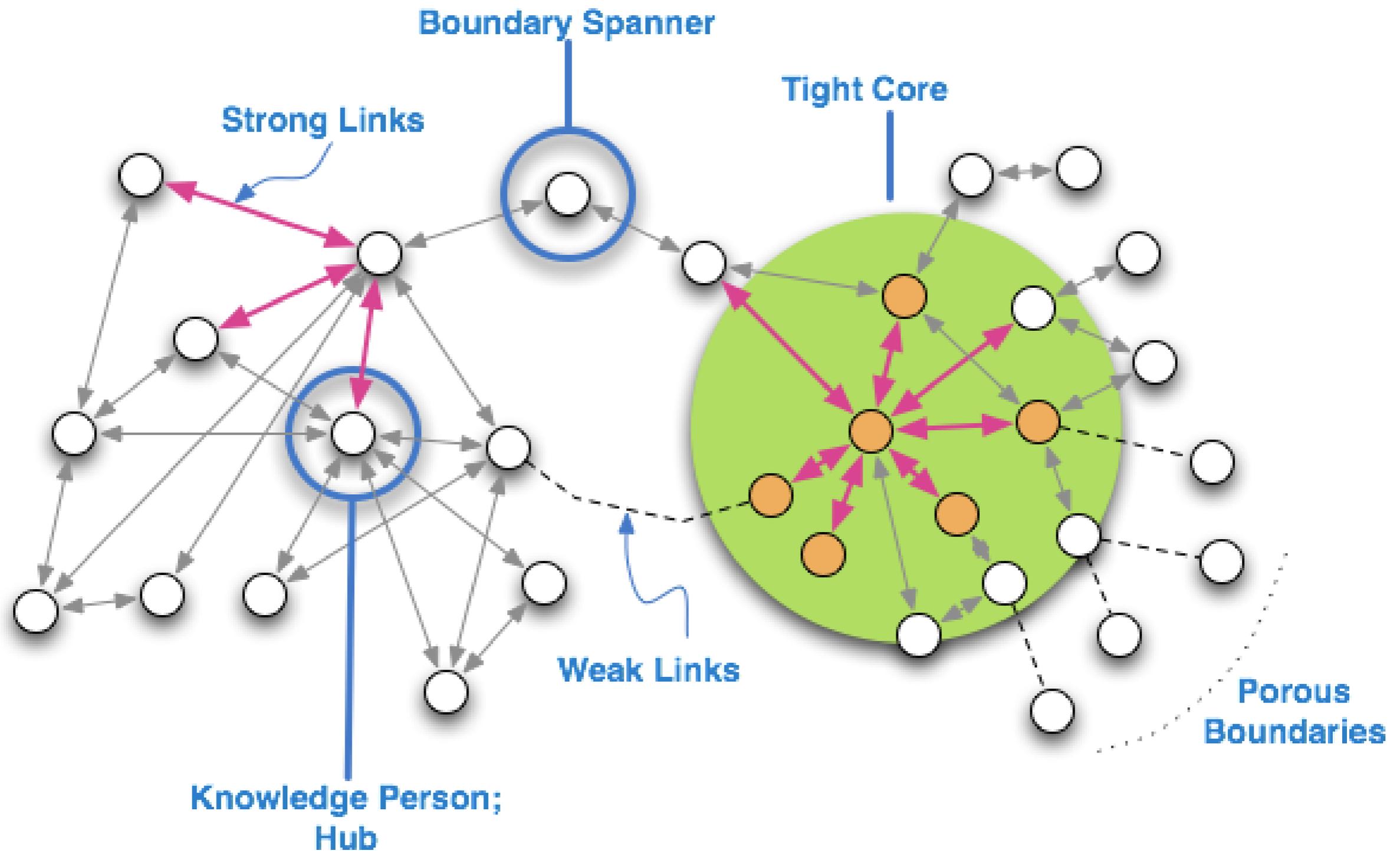
# Why Strategic Doing?

Old approaches are costly and difficult to manage



# Strategic Doing is a simple discipline ..

To manage complex networks



# Lessons from Linux

We can manage complex  
projects in open, loosely  
joined networks



# Strategic Doing aligns networks with “Link and Leverage” Strategies



# Strategic Doing

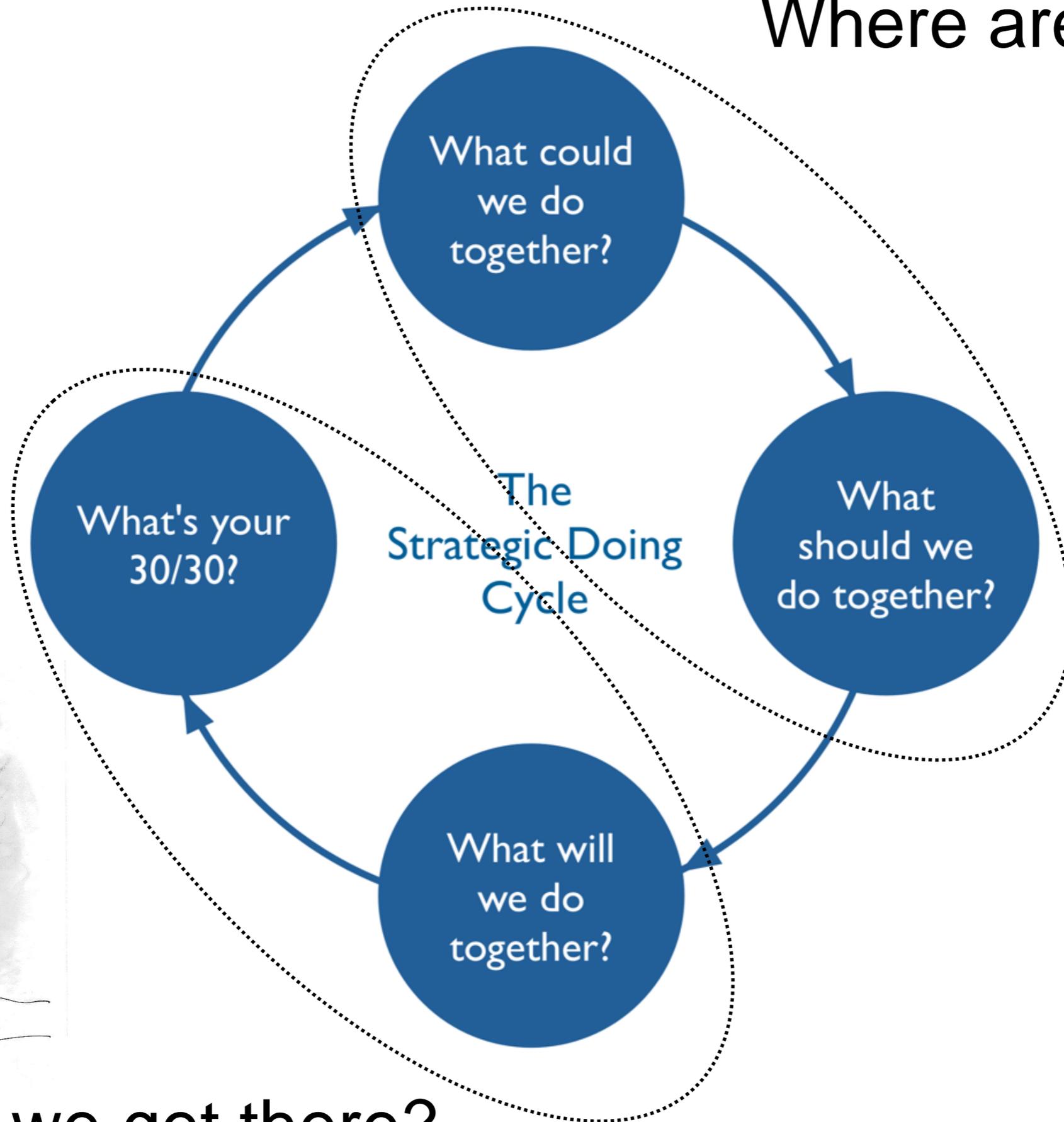
Quickly develops strategy for collaborations



Where are we going?

How will we get there?

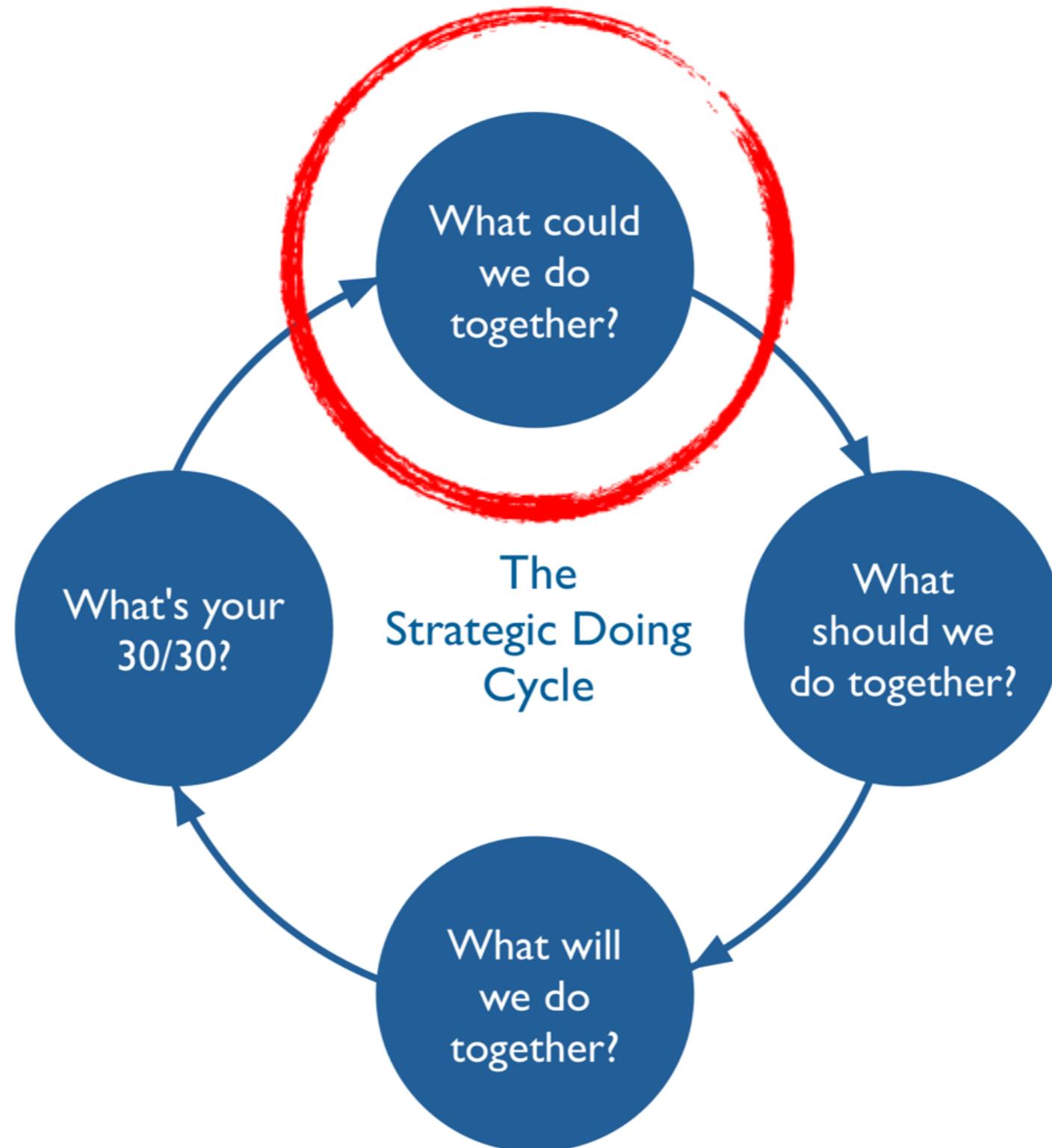
Where are we going?



How will we get there?

# Find opportunities

By connecting assets



# Convert opportunities to outcomes

By defining measurable success



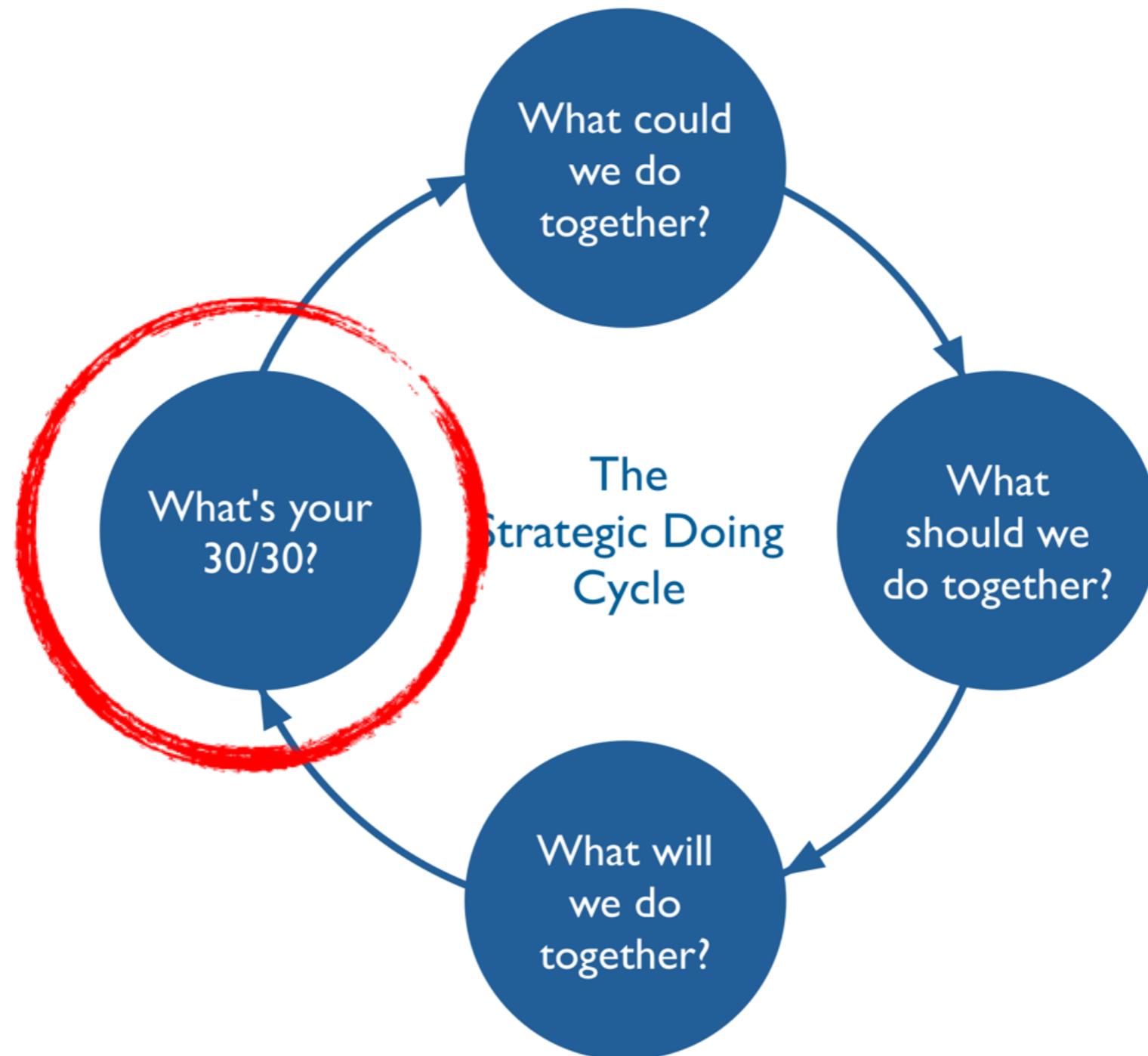
# Move from outcomes to action

With a shared project



# Learn and adjust

By coming back together



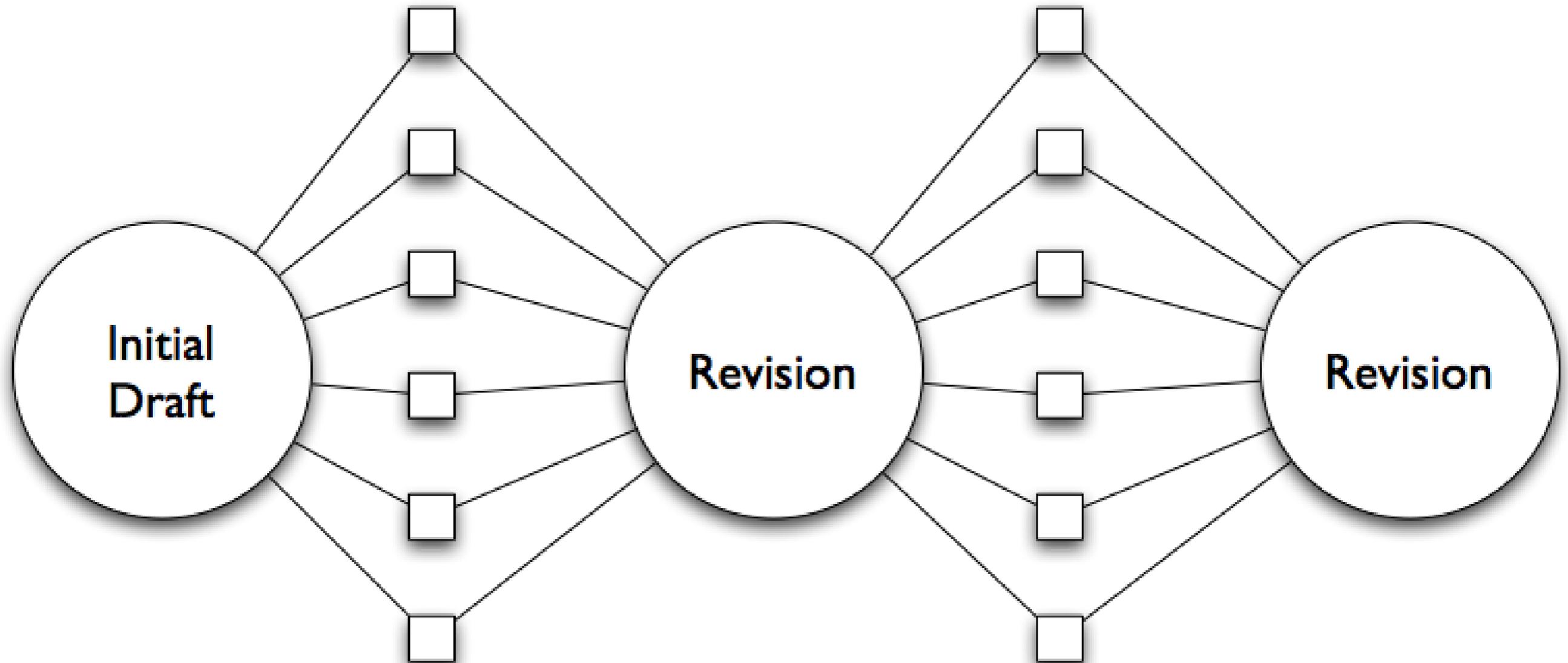
# Deliver powerful experiences that connect and move people...



Strategic Doing session  
Kokomo, IN

# Build the collective discipline

With continuous revision



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30-90 days between workshops

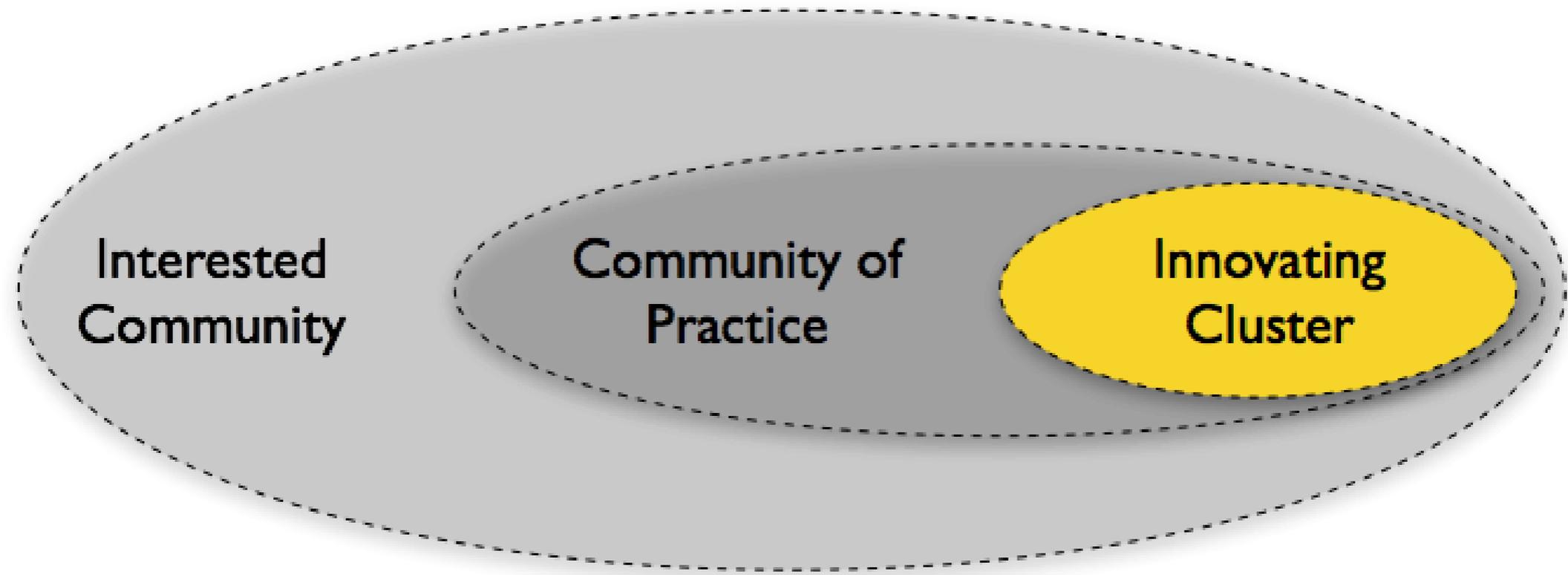
# Strategic Doing = agile strategies

Paddling in the ocean

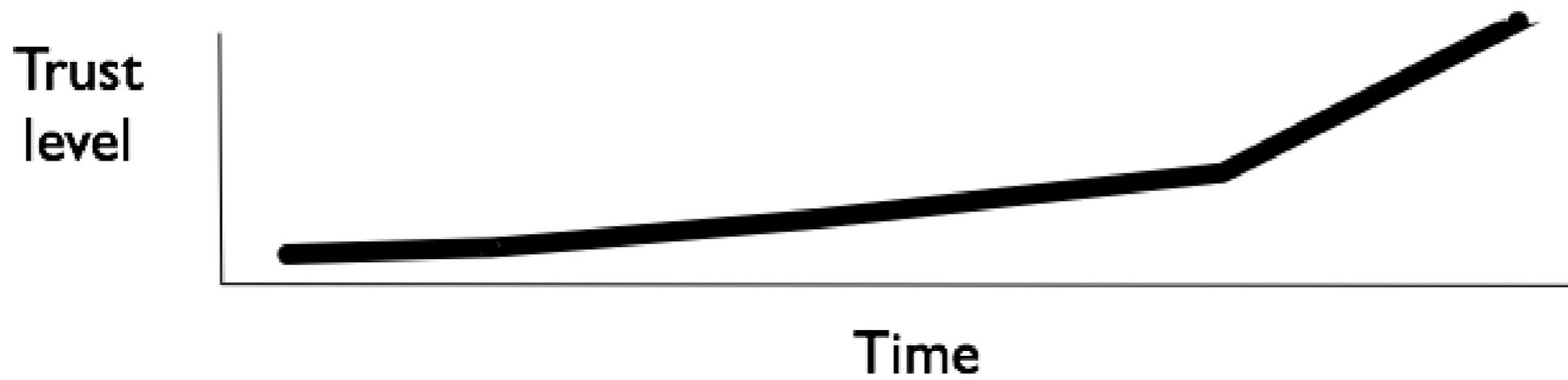


# Strengthen the capacity to innovate

Build trust by doing



*Advocate Together* → *Learn Together* → *Innovate Together*



# Accelerating innovation

The Nation's first green manufacturing certification



Starting point:  
12 people sitting  
in the basement of  
the White County  
courthouse

It comes  
down to this....

New Ways of  
Thinking

It comes  
down to this....

New Ways of  
Thinking

New Ways of  
Behaving

It comes  
down to this....

New Ways of  
Thinking

New Ways of  
Behaving

**New Ways of  
Doing**

Confronting  
your personal  
switchpoint.....



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

*John Quincy Adams*

# Thank you

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Development

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