Mandela Washington Fellowship for Young African Leaders
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Strategic Doing provides the “simple rules” that enable people to form action-oriented collaborations quickly, move them toward measurable outcomes, and make adjustments along the way.
Strategic Doing is a strategy protocol built for networks

Strategic Planning

Strategic Doing

PURDUE AGILE STRATEGY LAB
Strategy answers two questions.
Where are we going?

Outcomes
Link, Leverage & Align

How will we get there?
Pathways

What's our 30/30?

What could we do?

What should we do?

What will we do?
The Game

AFRICA
Kati Kati
Population 69,880
Great Lakes Region
History

• Previously known as the “Bountiful Basin” because of its rich agricultural land.

• Attracted British and of European settlers in large numbers.

• Coffee and tea plantations, cereal farms and ranches were established.
People

• Rely on farming and the battery factory for employment.
• Swahili and English are widely spoken in the area.
• Birthplace to a handful of writers/poets, including a Lotus Prize winner.
The Economy

- Produces some of the world's highest quality tea and coffee.
- Home to the region’s largest battery factory for consumer electronic products.
- The unemployment rate is 32%.
Infrastructure

- Sufficient regional rail infrastructure to move raw materials in and products out.
- Electricity grid is underdeveloped; high potential for solar energy.
- Mobile phone user rate increasing significantly.
Health

• Served by one government-run health facility in the town limits.
• Other facilities in Kati Kati include several dispensaries.
• An improvement in quality of services (i.e. cancer screenings) has been seen with the collaboration of other stakeholders.
Location

• Its location on the main highway linking two larger cities is beginning to attract investors and businesses.

• In July 2015, developers of a new 120,000 square feet (11,000 m²) shopping mall broke ground to be done in second half of 2016.

• It will be the first mall in town and will be anchored by a supermarket.
**Situation**

A small group of young adults have begun meeting together to talk about the future of Kati Kati. They love this place and are grateful for tea plantations and factories that have sustained their economy so far, but recognize there are new opportunities on the horizon. They’ve decided they have talked long enough and it is time to take action.

*Here is the question that will guide today’s Strategic Doing conversation:*
Imagine Kati Kati as a place where young people can MAKE a job, rather than simply take a job, with an entrepreneurship ecosystem that helps support the start-up and growth of exciting new enterprises. What would that look like?
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Before we start...

Rule 1: Create and maintain a safe space for deep, focused conversation
Imagine Kati Kati as a place where young people can MAKE a job, rather then simply take a job, with an entrepreneurship ecosystem that helps support the start-up and growth of exciting new enterprises. What would that look like?

Before we start...

Rule 2: Frame a conversation around an appreciative question

What could we do?

What should we do?

What's our 30/30?

What will we do?
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**Rule 3:** Uncover hidden assets that people are willing to share.
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**Rule 4:** Link and leverage our assets to create new opportunities
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**Rule 5:** Rank all our opportunities to find our “Big Easy”
Imagine Kati Kati as a place where young people can MAKE a job, rather than simply take a job, with an entrepreneurship ecosystem that helps support the start-up and growth of exciting new enterprises. What would that look like?

**What should we do?**

**Rule 6:** Convert our Big Easy into an outcome with measurable characteristics (Where we are going)
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**What will we do?**

**Rule 7:** Define at least one Pathfinder Project with guideposts (How we will get there)
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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’s our 30/30?

Rule 9: Set a 30/30 meeting to review our progress and make adjustments
Imagine Kati Kati as a place where young people can MAKE a job, rather than simply take a job, with an entrepreneurship ecosystem that helps support the start-up and growth of exciting new enterprises. What would that look like?

What’s our 30/30?

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