Mandela Washington Fellowship for Young African Leaders
June 20, 2017
Ed Morrison
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.
Strategy answers two questions.

Where are we going?

Outcomes

How will we get there?

Pathways

We are here
Where are we going?

Outcomes
Link, Leverage & Align

How will we get there?
Pathways

What could we do?

What should we do?

What will we do?

What's our 30/30?
The Game

AFRICA
The Ten Rules of Strategic Doing

ED MORRISON // JUNE 2017
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?

Before we start...

**Rule 1**: Create and maintain a safe space for deep, focused conversation.
Before we start...

Rule 2: Frame a conversation around an appreciative question

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?
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?

**Rule 3:** Uncover hidden assets that people are willing to share.
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**What could we do?**

**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”
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**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)
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.
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What’s our 30/30?

Rule 10: Nudge, connect and promote relentlessly to build our new habits of collaboration.
Connect & Learn More:

Ed Morrison
emorrison@purdue.edu
216-650-7267

Scott Hutcheson, Ph.D.
hutcheson@purdue.edu
765-479-7704

AgileStrategyLab.org
facebook.com/StratDoing