



## STRATEGIC DOING 301: LEADING COMPLEX COLLABORATIONS

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### SUMMARY

- ▶ The Purdue Agile Strategy Lab provides Strategic Doing 301, a 2.5-day training in the deep skills, tools and frameworks of agile strategy and collaboration. Called Strategic Doing, this discipline teaches participants how to design and guide complex collaborations by following simple rules.
- ▶ The fee for the 2.5 day training and certification is \$1,575, which includes support for becoming a certified practitioner in Strategic Doing with an additional capstone experience after the class. For participants that do not want to pursue certification, the training costs \$1,275 per person. Participants register for either option through the Purdue Extended Campus. CEUs are available.

### WHO BENEFITS FROM THIS TRAINING?

- ▶ The training is ideally suited to anyone interested in developing the skills to lead complex collaborations and to innovate in open, loosely connected networks.
- ▶ Participants in Strategic Doing 301 come from companies, universities, cluster organizations and innovation districts, nonprofit organizations, health care networks, workforce and economic development organizations, and local government.
- ▶ The course has inspired hundreds of collaborative initiatives for communities, regions, businesses, health systems, government agencies, and universities. These initiatives accelerate innovation across organizational and political boundaries.

"I've been involved in strategic planning committees, and produced strategic plans that got filed on the shelf. If you use the tool, it focuses you on getting something done immediately or in the very near term - not just coming up with grandiose plans of things to do, none of which ever get started."

Mike Devine  
Entrepreneur in Residence and Professor  
Florida State University

### Questions?

- ▶ If you are interested in hosting a Strategic Doing 301 training, please contact Ed Morrison ([edmorrison@purdue.edu](mailto:edmorrison@purdue.edu)), Scott Hutcheson ([hutcheson@purdue.edu](mailto:hutcheson@purdue.edu)) or Liz Nilsen ([enilsen@purdue.edu](mailto:enilsen@purdue.edu)) at the Purdue Agile Strategy Lab ([www.agilestrategylab.org](http://www.agilestrategylab.org)). Registration fees can be significantly less depending on the number of people you would like trained.
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## OUTLINE OF STRATEGIC DOING 301

Throughout the 2.5 days, participants take part in a simulation called “The Strategic Doing Game.” Time spent in the simulation is interspersed with theory, practice, tools and frameworks.

### DAY 1

- Introduction to the challenges of strategy in a complex world
- Overview of the 10 simple rules of Strategic Doing
- Understanding the power of simple rules: Strategic Doing: The Game
- Rule 1: Establishing Safe Spaces for Complex Conversations
- Rule 2: Framing Strategic Conversations
- Rule 3: Creating opportunities from hidden assets
- Rule 4: Framing strategic conversations

### DAY 2

- Rule 5: Finding the Big Easy
- Rule 6: Setting success metrics
- Rule 7: Defining a Pathfinder Project
- Rule 8: Drafting an action plan
- Rule 9: Setting a 30/30

### DAY 3

- Rule 10: Nudging
- Certification overview
- Designing strategy workshops and a strategy process
- Practice in guiding conversations
- Report out on your next steps