

STRATEGIC DOING

Strategic Doing is a process which enables civic leaders to form collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way.

During a **Strategic Doing Workshop** participants are led through a structured set of conversations and guided by workshop exercises, which define 5 things:

- Opportunities
- At least one outcome with characteristics and metrics
- At least one initiative or project
- A complete action plan
- A plan to meet again

The process focuses on four key questions:



WHAT COULD WE DO TOGETHER? (30% 18m/hr)

- Look first at assets within the group at the table.
- Next look to see how combining the known assets might offer new opportunities.
- Evaluate who is not at the table but might have an interest or resources helpful to the solution.

WHAT SHOULD WE DO TOGETHER? (40% 24m/hr)

- Define an outcome with SMART goals and metrics.
- Evaluate the options for action and help the group narrow the scope of activity by suggesting the group focus on no more than three goals initially.
- Analyze the suggested activity to see if it is appropriate for the assembled group (e.g. – is some other entity already working on the project or is the proposed project something that needs higher authority approval).

WHAT WILL WE DO TOGETHER? (20% 12m/hr)

- Draft an activity/action plan including the first action step, the responsible entity and a “due date.”
- Make a public commitment to “do” the action step

WHAT'S OUR 30/30? (10%)

- Decide how the group will communicate (face-to-face, internet, email, weblogs, etc.).
- Set a date, in the next 30 days, for follow-up, reporting and adjustments.

Strategic Doing allows your community, organization or network to create an action plan, with measurable outcomes and accountability, in a 3–6 hour period.

Dean Larkin
University of Missouri Extension
310 E Salisbury Suite E Montgomery City Mo 63361
573-564-3733
larkinl@missouri.edu

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 **Extension**