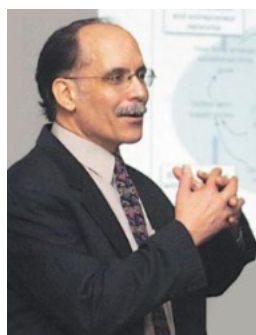


STRATEGIC DOING

A New Approach to Designing and Implementing Strategy in Loosely Joined Networks

Training Session for MSU Faculty and Staff

Thursday, April 14, 2011
1:00-4:00 p.m.
Michigan State University
Kellogg Hotel & Conference Center
Corniche Room



Ed Morrison

*Economic Policy Advisor
Purdue Center for Regional Development
Purdue University*

Conventional approaches to strategic planning do not work well to meet the complex challenges we face today. The reason is simple. Strategic planning does not work in open networks. Traditional strategy practices emerged from large hierarchical, “command and control” corporations. A small group of people at the top of the organization did the thinking, while rest of the people did the doing.

In our civic spaces, there are no hierarchies. Yet, we still need to do strategic thinking. And now, more than ever, we need to act strategically. So, how do we focus our limited resources where they are likely to have the largest positive impacts?

This training session will give you the tools and methods to answer that question. Strategic doing provides a new discipline for developing and implementing strategy within the loose networks that characterize our communities and regions. Where strategic planning is slow, linear and costly, strategic doing is fast, iterative and inexpensive. Strategic doing is catching on because people can understand it, apply it, and have fun, as they move their ideas into action.

Please register by **April 11, 2011** online at:

outreach.msu.edu/events/AprMorrison

This event is free and open to the public. Seating is limited.

Michigan State University is committed to providing equal opportunity for participation in all programs, services, and activities. Accommodations for persons with disabilities may be requested as part of the registration by **April 11, 2011**. Requests received after this date will be honored whenever possible.

