

Workshop Overview

What is Strategic Doing?

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

The process focuses on four key questions:

What to Expect

During a Strategic Doing Workshop participants are led through a structured set of conversations and guided by workshop exercises in response to a convening question. Each workshop has five elements:

1. Opportunities
2. At least one outcome with characteristics and metrics
3. At least one initiative or project
4. A complete action plan
5. A plan to meet again

1 What *could* we do together?

- 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.

2 What *should* we do together?

- Define an outcome 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.

3 What *will* we do together?

- 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

4 What's our 30/30?

- 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. For more information, please contact: