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.

What to Expect
During a Strategic Doing Workshop participants are led through a structured set of conversations and guided by workshop exercises, which define five things:

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

The process focuses on four key questions:

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 with SMART (Specific, Measurable, Attainable, Relevant, Time-bound) 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).

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.