



*is pleased to present AT NO COST:*

## **“Strategic Doing”**

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

**When: Thursday, December 1st, 2011  
2:00 – 4:00pm**

**Where: HSB, Door 3, 2<sup>nd</sup> Floor, Conf. Rm. A  
5303 S Cedar St, Lansing, MI**

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 the 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 workshop, facilitated by Bob Brown, 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. Strategic doing is fast, iterative, and inexpensive – whereas strategic planning is slow, linear, and costly. Strategic doing is catching on because people can understand it, apply it, and have fun, as they move their ideas into action.

- Robert E. Brown, MPA in Public Administration, is an Associate Director of University-Community Partnerships (UCP), Michigan State University Outreach & Engagement. He brokers, facilitates and participates in university/community partnerships that are collaborative, responsive, and build capacity for the public good. Currently, he is involved with facilitating the use of a “Birth to Work” framework in multiple Michigan communities. He also develops undergraduate and graduate level curriculum on community engagement. Prior to working at MSU, Bob worked in the United Way System at the United Way of Genesee County, of Muskegon County, and of Michigan. He has also worked in Michigan’s aging network and food bank network.

**Registration begins at 1:30pm; advance registration is requested. Please send separate registrations for each participant to [powerofweconsortium@ingham.org](mailto:powerofweconsortium@ingham.org)**

<b>December 1<sup>st</sup>, 2011</b>	<b>Strategic Doing</b>
Last Name	
First Name	
Title	
Organization	
Phone Number	
Email Address	