

What opportunities emerge when we link and leverage our assets in new ways?



15 min.

Quickly jot down connections that spring up from the discussion. Ask questions like “What would that look like?” or “What if we...?”

Opportunities

We can use Bill's connections with the student entrepreneur club and faculty entrepreneurs and Kim's connection to the business community to start an entrepreneurship speaker series.

Describe three exciting opportunities.



15 min.

Narrow the ideas you brainstormed about to the three top choices that connect your assets. How could you describe each opportunity in one or two phrases?

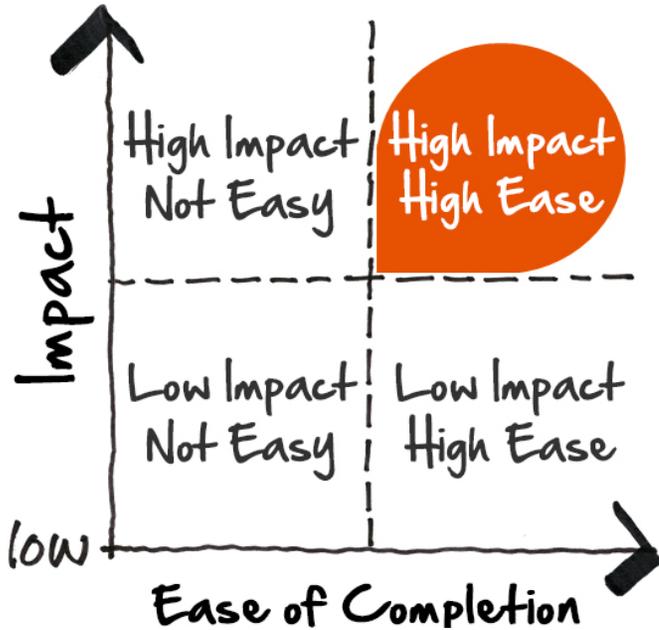
Opportunity	Description
<i>Start an entrepreneurship speaker series</i>	<i>Identify potential entrepreneurs and offer them a series of educational/motivational sessions that connect them with faculty and business leaders who have been successful in starting a business.</i>

Which opportunity is our “Big Easy”?



15 min.

Your “Big Easy” is the opportunity that best combines ease with impact. Rank the ease and impact of your three opportunities from the previous page from 1-10 (with 10 being high) to find your “Big Easy”



Opportunity

	Impact	Ease	Total
1	4	8	12
2	8	5	13
3	8	7	15
1			
2			
3			

List three success characteristics of your “Big Easy.” How would you measure them?



30 min.

The metric you choose will help you know if you’re successful. If you cannot figure out how to measure the success of a given outcome, that outcome is too vague to be useful

Opportunity	Outcome	Characteristic	Success Metric
An entrepreneurship speaker series	An engaged network of potential entrepreneurs with the opportunity to learn what works from successful entrepreneurs.	Engaged students	# of students attending
		Engaged business community of successful entrepreneurs	# of successful entrepreneurs engaged
		Students taking follow up action	# of students taking formal I & E courses

Define your milestones and a Pathfinder Project.



10 min.

Milestones are key steps that are critical to your success; defining these will help you stay on your path



10 min.

Your Pathfinder Project moves you toward your outcome

Milestone	By When	Pathfinder Project
Develop the program details, including the budget	March 31	Develop the complete Entrepreneurship Speaker Series program, including details and presentation materials that will be necessary for the Dean's approval.
Solicit support from the entrepreneurship club	March 31	
Recruit and engage speakers	May 1	

Your Strategic Doing Map



5 min.

Having your strategy on one page can help you see the big picture and communicate it with others. Summarize your strategy to prepare to share your information in a larger format



Outcome Where are we going?	
Success Metrics How will we know when we've arrived?	1 2 3
Pathfinder Project How will we get there?	
Milestones How will we know we're not lost?	1 2 3
Action Plan What will we start doing by next week?	1 2 3

When will we get back together, keep in touch, and share information?



15 min.

Maintaining alignments is a dynamic process requiring continuous, but not constant, attention and communication. What has been done in the last 30 days? What needs to happen in the next 30?

Follow-Up Meeting		Communication
Date	March 25th	We'll use email for now. Bill will explore Google Docs and other collaborative sites.
Time	2:00 PM	
Place	Conference call; Susan will arrange.	

Follow-Up Meeting		Communication
Date		
Time		
Place		

