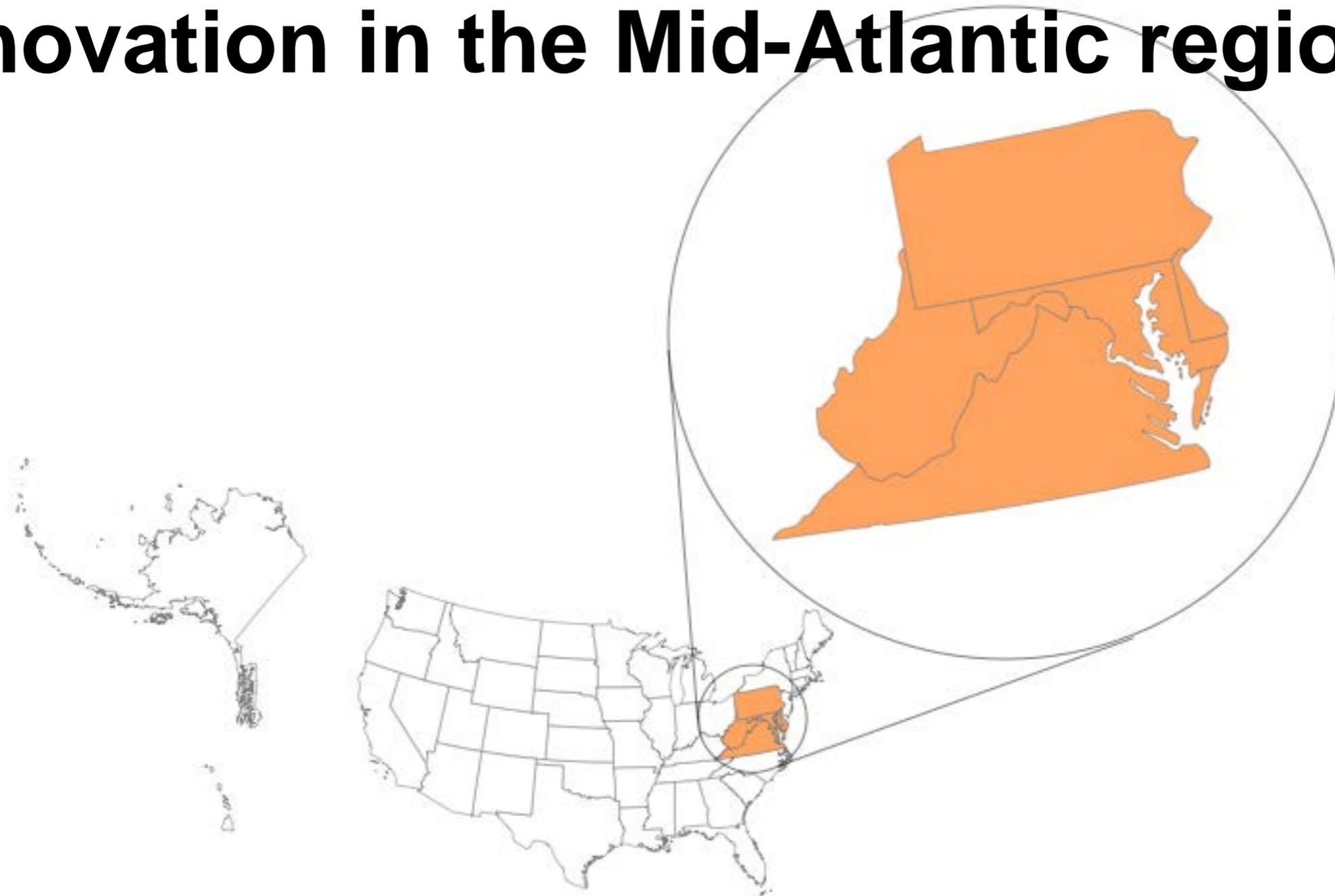


# How can we accelerate workforce innovation in the Mid-Atlantic region?



**Strategic Doing**<sup>™</sup>  
*Do More Together.*

**Philadelphia, PA**  
March, 2015

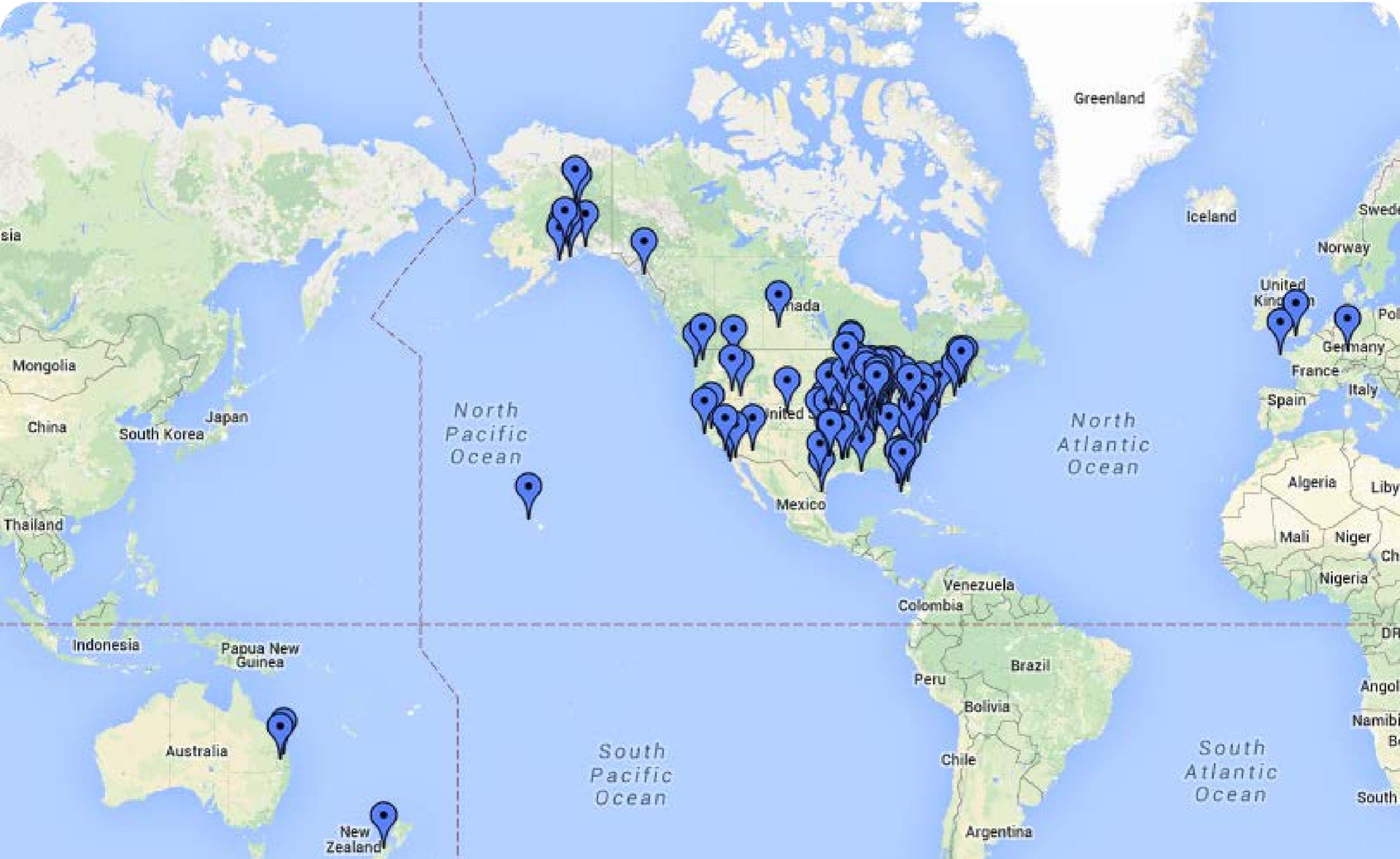
**Frustrated  
with old  
systems?**





# You've got company

*Strategic Doing workshops*





**We have  
cracked the  
code on  
collaboration**





Strategic Doing™

Do More Together.

***“The best methodology I have seen  
in 20 years.”***

Paul Collits  
President

Australia New Zealand Regional Science Association

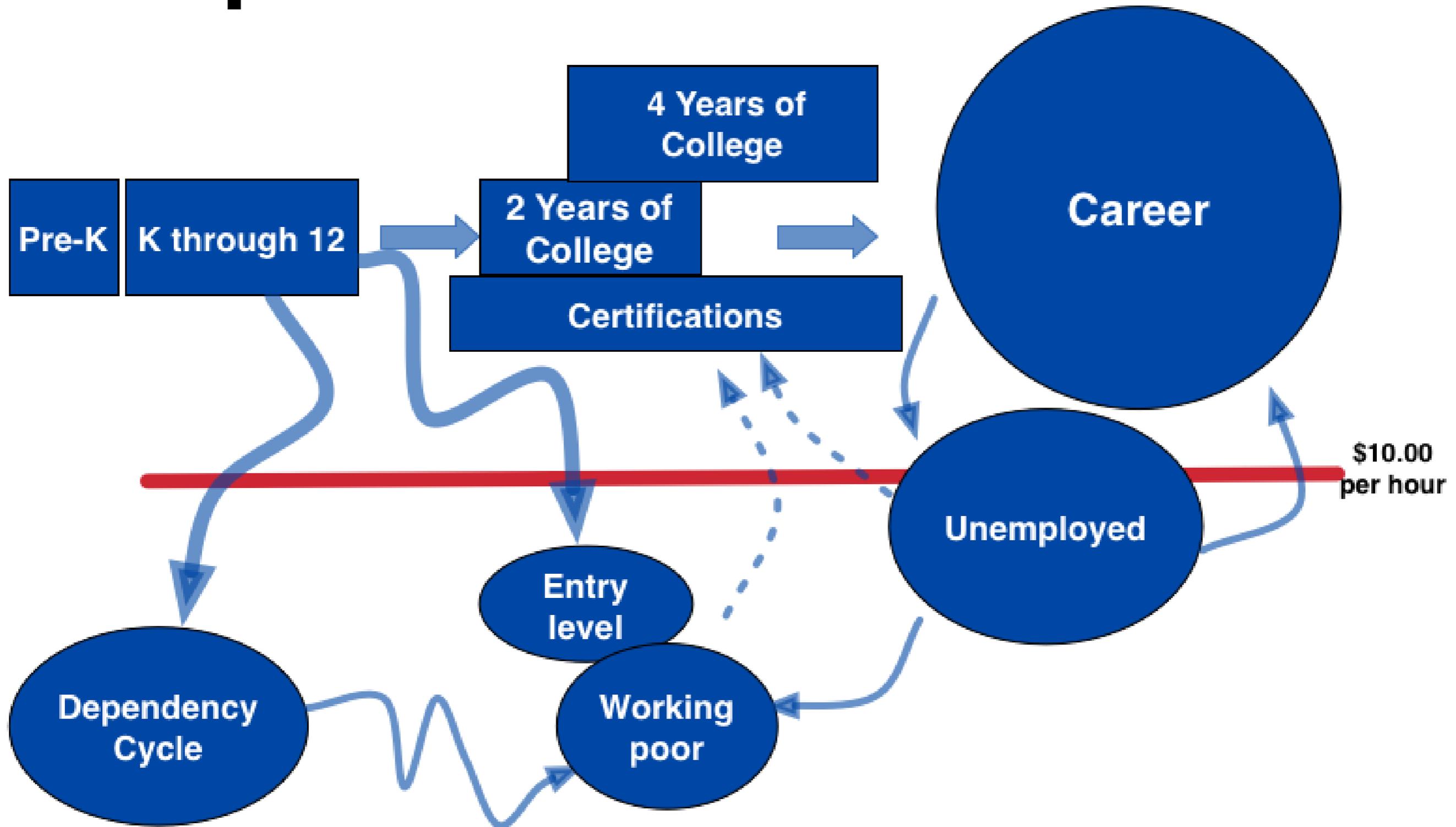


**Why  
Collaborate?**

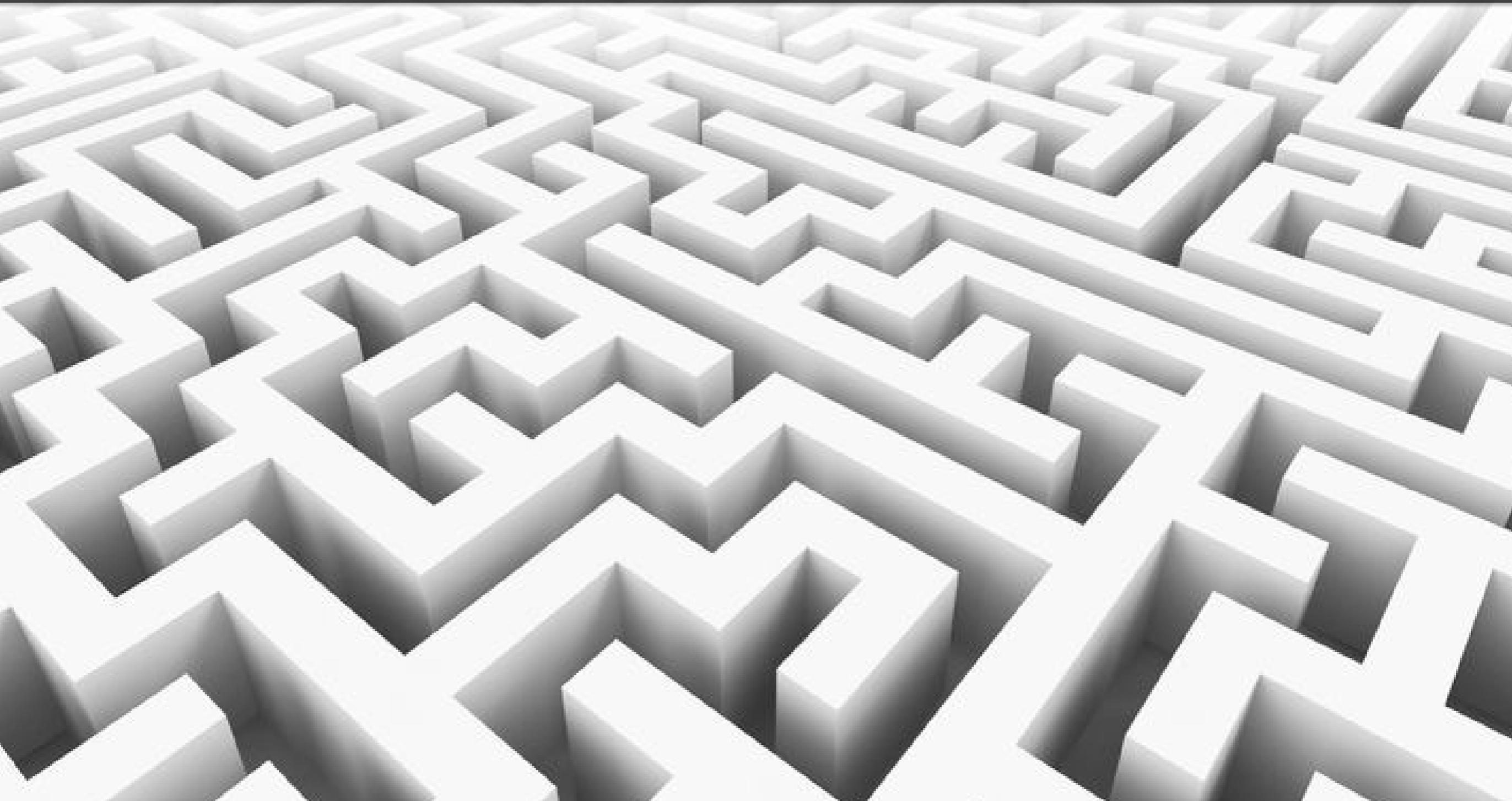
# We are operating in a world of networks



# We are operating in a world of complex interactions



**Old bureaucratic approaches  
don't work**





**There's another  
way forward**



**Strategic Doing™**

*Do More Together.*

**PURDUE**  
UNIVERSITY



# First...The Backstory





**The Strategic  
Doing story  
starts here**



**...and continues here...**  
**Mazda Manufacturing Complex**  
**Hiroshima, Japan**





...and continues here...

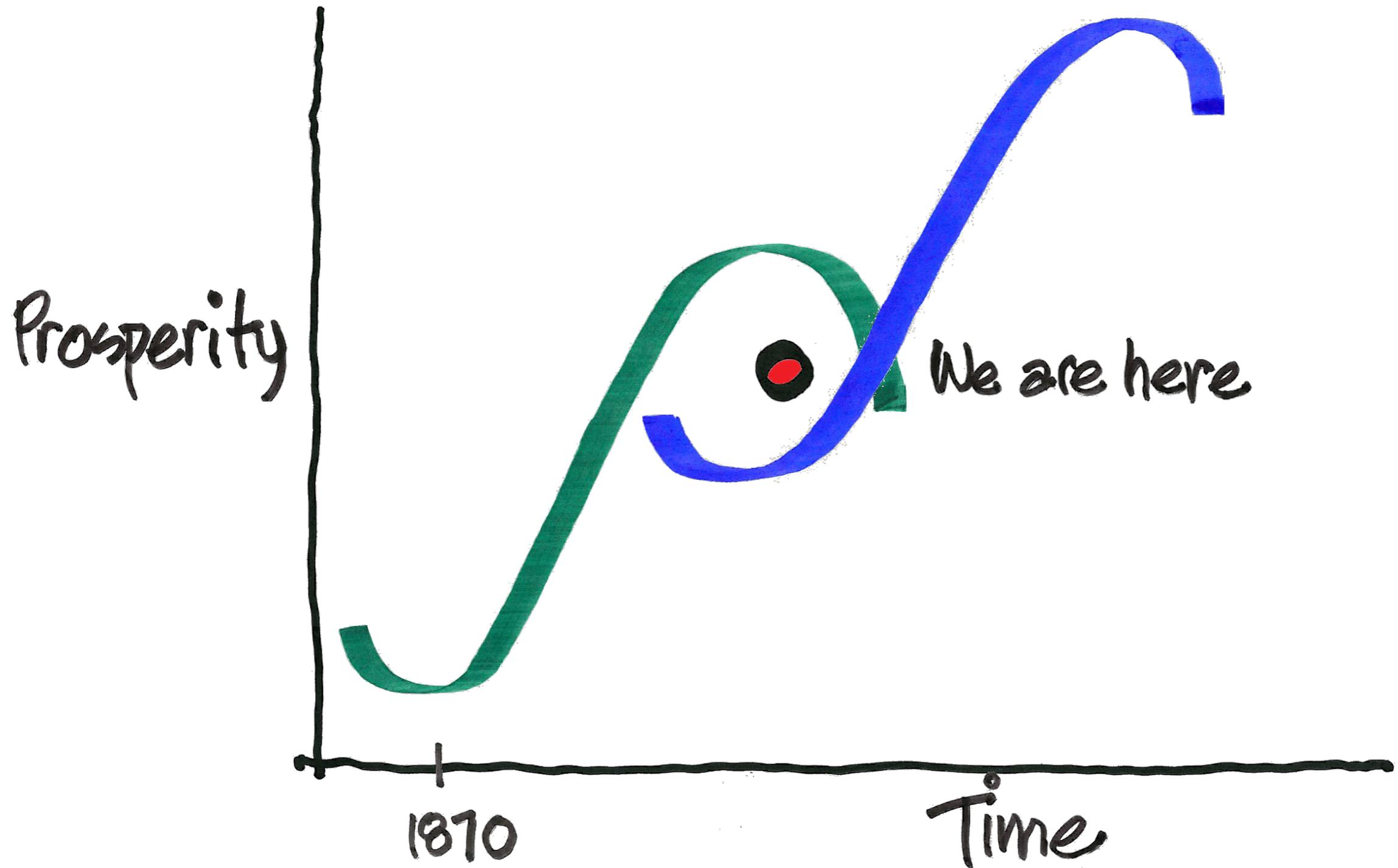




**It comes down  
to this...**

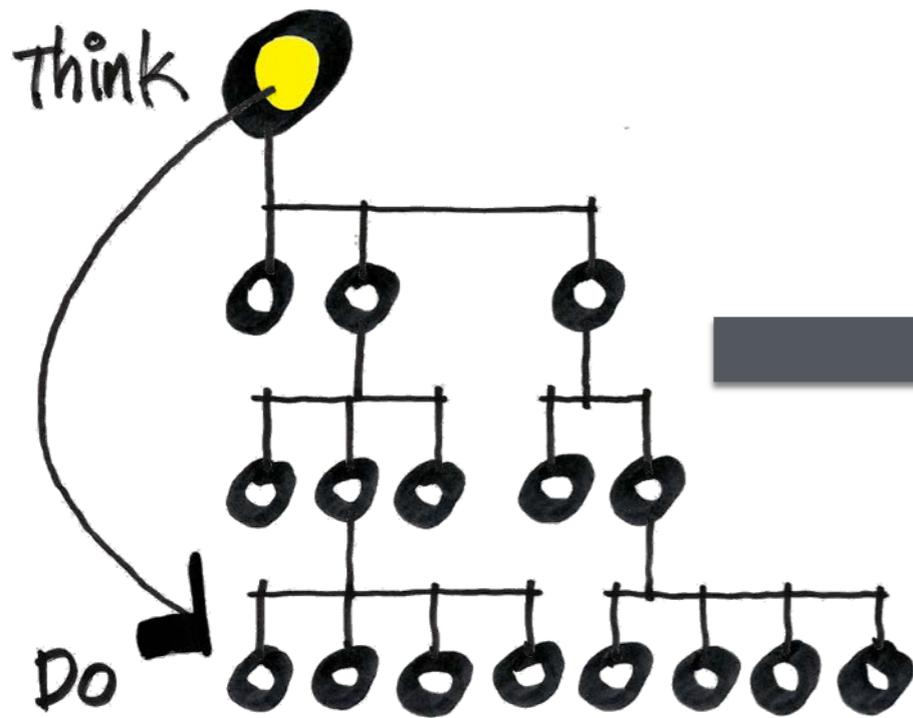


# We are sitting in the midst of a really big transition...

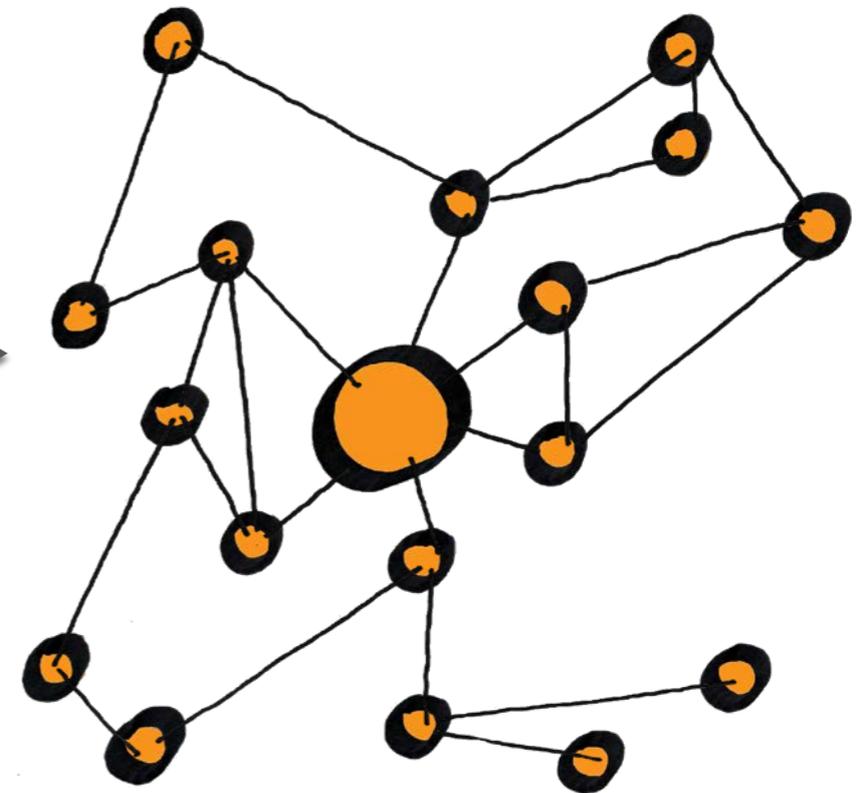


# The foundations of our economy are shifting...

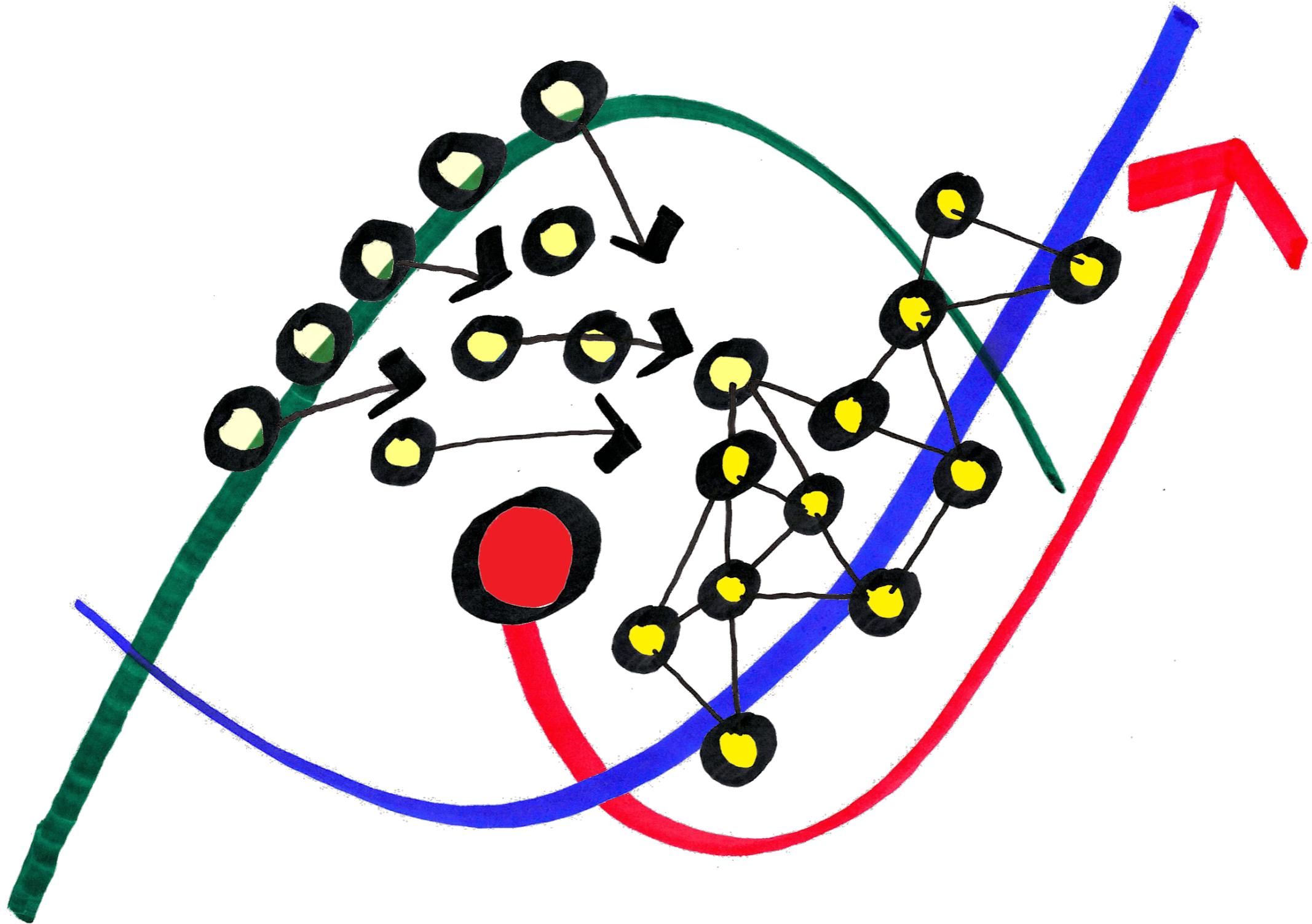
Grandfather



Grandchildren

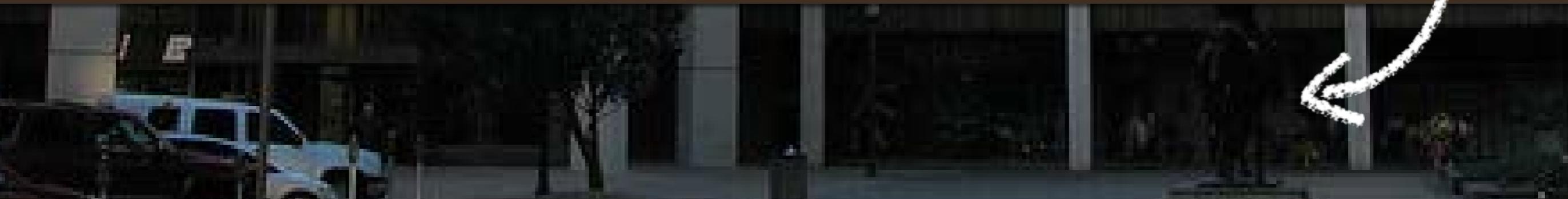


# Networks move us to new opportunities



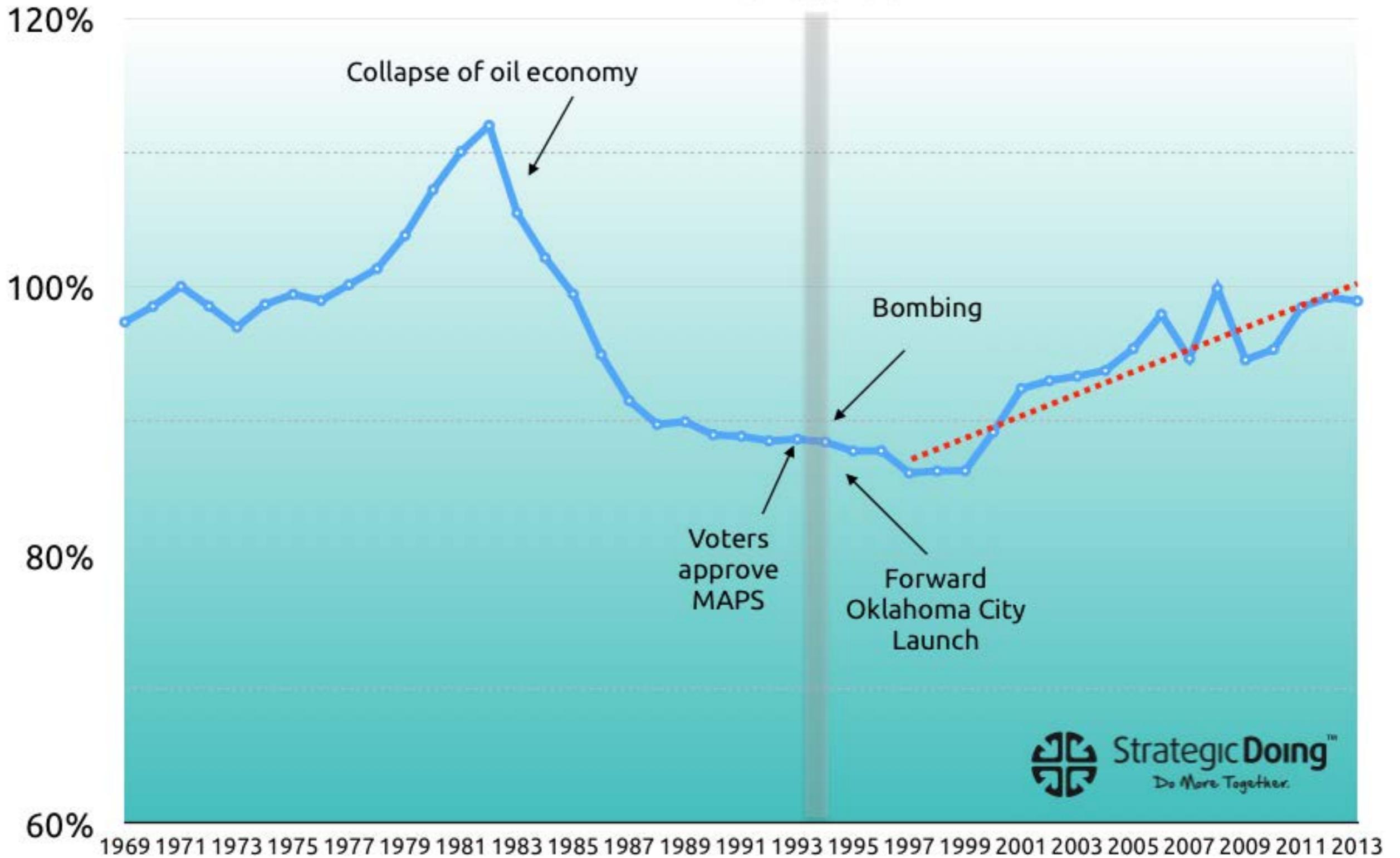


**Strategic Doing started in an Oklahoma City garage in 1993**

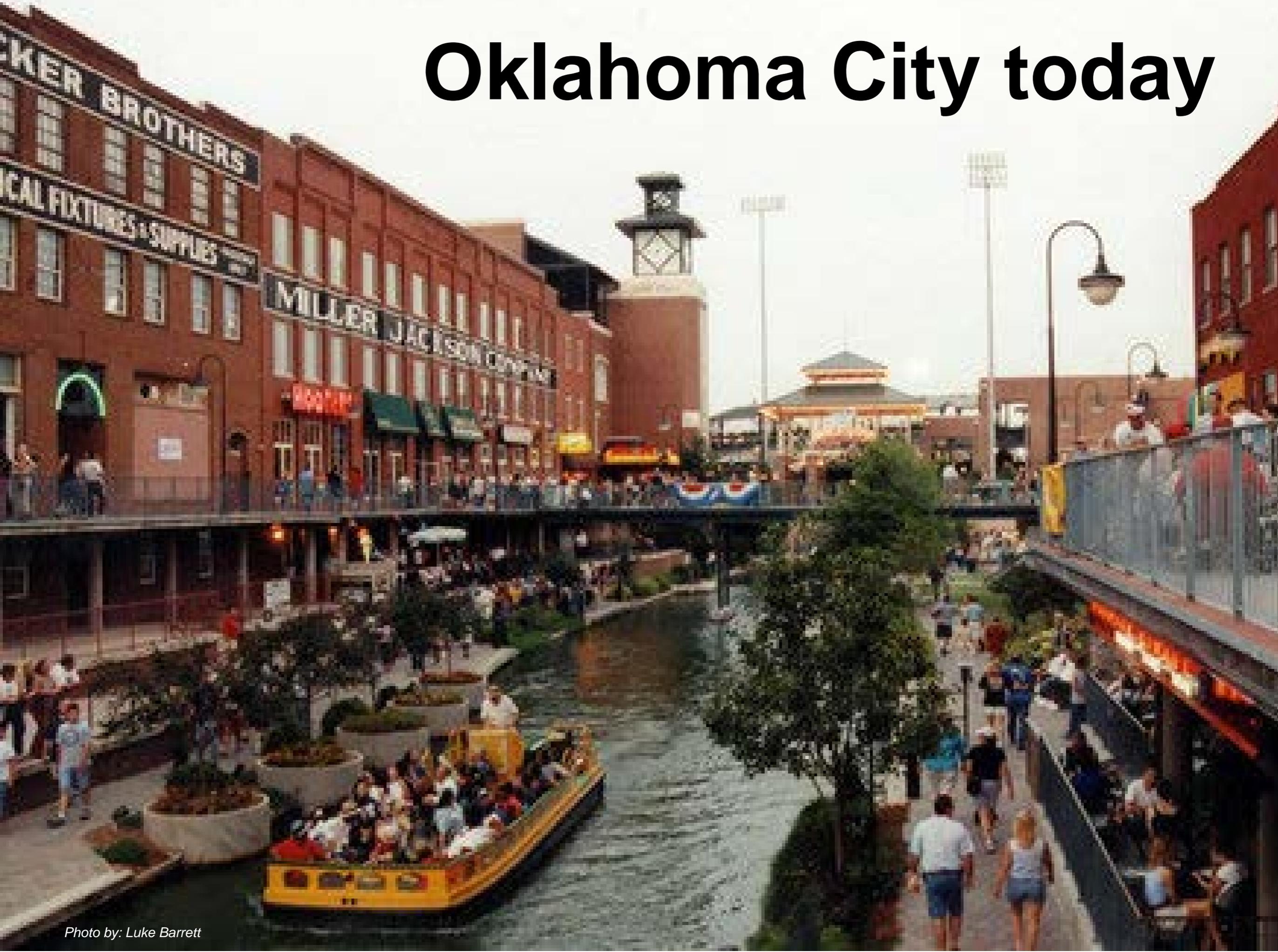


Oklahoma City Metro  
Per Capita Income  
as Percent of US

Forward Oklahoma City  
Strategy  
Development



# Oklahoma City today





DEREK THOMPSON - Derek Thompson is a staff editor at TheAtlantic.com, where he writes about economics, business, and technology. Derek has also written for *BusinessWeek*, *Slate* and *The Daily Beast*.

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## Why Oklahoma City Could Represent the Future of America

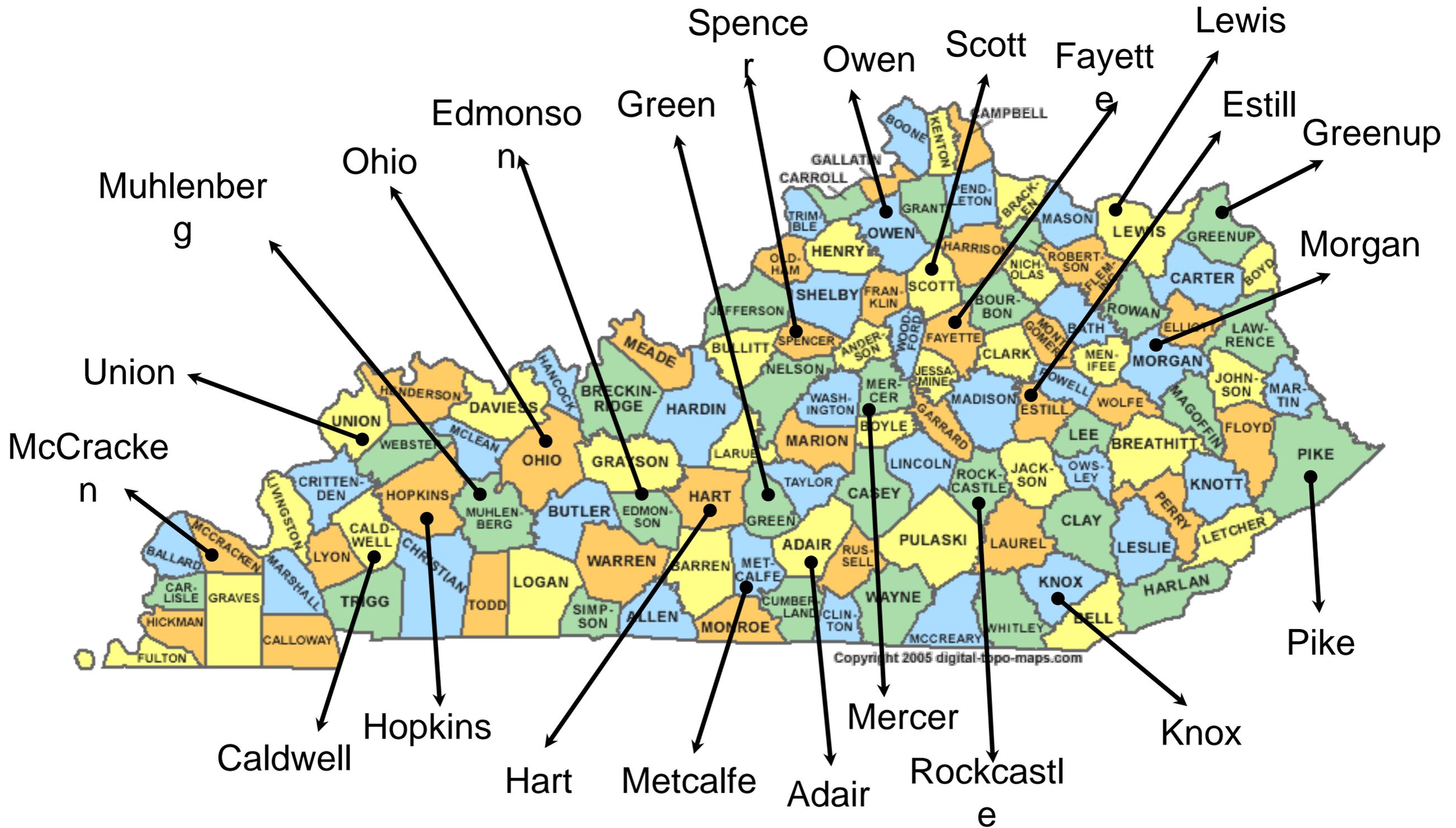
SEP 13 2010, 5:20 PM ET |  34

 590 people

The last time the United States suffered a recession this deep and painful, it was the Great Depression. That was the era of the Dust Bowl, the California pilgrimages out of Oklahoma that John Steinbeck etched into America's memory with *The Grapes of Wrath*. Eighty years later, California's housing market has run dry and Oklahoma is building [river parks](#). As families gravitate back to the heartland, with its cheap homes and lower unemployment, the migration patterns of the Great Depression have turned backward. "It's the Wrath of Grapes," says Oklahoma City Mayor Mick Cornett.



# Also: adjusting to globalization in Kentucky, 1996-2000



# Fast Forward, Indiana, 2005



# “Transform your Workforce System”

*The federal government*

- 13 regions nationally
- \$15 million each
- 3 years to innovate



# “Do the math...”

*County official*

$$\frac{\$15 \text{ million}}{14 \text{ counties} + \text{Purdue}} = \$1 \text{ million each}$$



# “Nope. Build the collaborations.”

*Vic Lechtenberg, Purdue*

- 60+ collaborations
- 100+ partners
- 200+ metrics
- 80% sustained past initial funding
- 2 staff hired



Project	Goal	Start	End	Metrics Established	in	complete	res/c	red	2008 \$ Total
Business Innovation (general)	(general comments were reported prior to Q4 without showing the itemization)			# of Companies Engaged					55
Business Innovation (general)	(general comments were reported prior to Q4 without showing the itemization)			# of Purdue Faculty and/or Staff Engaged					18
Business Innovation (general)	(general comments were reported prior to Q4 without showing the itemization)			# of Individuals Beginning Training					17
Agribusiness Initiative (Agribusiness Cluster-Supply Chain Gap Analysis & Training Initiative)	Through E-Surveys, Direct Calls and Interviews, Assess Existing Agribusiness Industry Conditions across North Central Indiana (NCI), Relative Supply Chain Management Issues and Dynamics	4.07	4.08	# of Companies Engaged (note correction made Q2 2008 from 500 to 250)					250
Agribusiness Initiative	Identify the Greatest Agribusiness Training Needs in the area of Supply Chain Management Based on Analysis of Respondent Feedback			# of Individuals Completing Training		c	d		0
Agribusiness Initiative	Select Training Topics to Enhance Existing SCM Understanding, Nurture Future Application and Provide Growth Opportunities in the Region			# of Purdue Faculty and/or Staff Engaged					3
Agribusiness Initiative	Conduct 2 Workshops in the NCI region on the Selected Topics for Respondent Agribusiness Firms			# of Individuals Beginning Training	b				0
Agribusiness Initiative				# of Individuals Completing Training		c	d		0
Agribusiness Initiative				# of Attained Degrees, Certificates, or Industry-Certified Credentials					0
Agribusiness Initiative				# of New Relationships Established					16
Agribusiness Initiative				# of LEDOs Engaged					14
Agribusiness Initiative				# of New Curricula Developed					1
Agribusiness Initiative				# of Projected Additional Students that will be Trained Annually					0
Technology Transfer -									

**We tracked over 200 metrics**

# Advancing Manufacturing *a 21st Century Solution*



## Partners

The Advancing Manufacturing program is a 21st century solution to the challenge of matching the right jobs with the best applicants.

City of Lafayette  
Duke Energy  
Greater Lafayette Commerce  
Indiana's Technology Corridor  
Ivy Tech Corporate College, Lafayette  
Ivy Tech Corporate College, Kokomo  
North Central Indiana Economic Development Partnership  
Region 4 Workforce Board  
Tipmont REMC  
Tippecanoe County Commissioners  
Warren County Learning Center  
White Carroll REMC  
White County Commissioners  
WorkOne

AdKey  
Alcoa  
Ball Corporation  
Cal-Comp Electronics  
Caterpillar Large Engine Center  
Cives Steel  
Coleman Cable  
Dean Baldwin Painting  
Easton Technical Products  
Emerson  
Federal Mogul  
Girtz Industries  
Kirby Risk  
Lafayette Instrument Company  
Monticello Spring  
Nanshan Aluminum  
NHK Seating  
T&L Sharpening  
Terra Drive Systems  
The Tech Group  
voestalpine Rotec



**Filling the skills gap**  
*Now being deployed  
across Indiana*



**Center for Regional Development**  
Advancing Collaboration : Energizing Regions

# First National Green Collar Certification

## Society of Manufacturing Engineers and Purdue Partner on Green Job Certification

Area Development Online News Desk (11/12/2010)



**PURDUE**  
UNIVERSITY

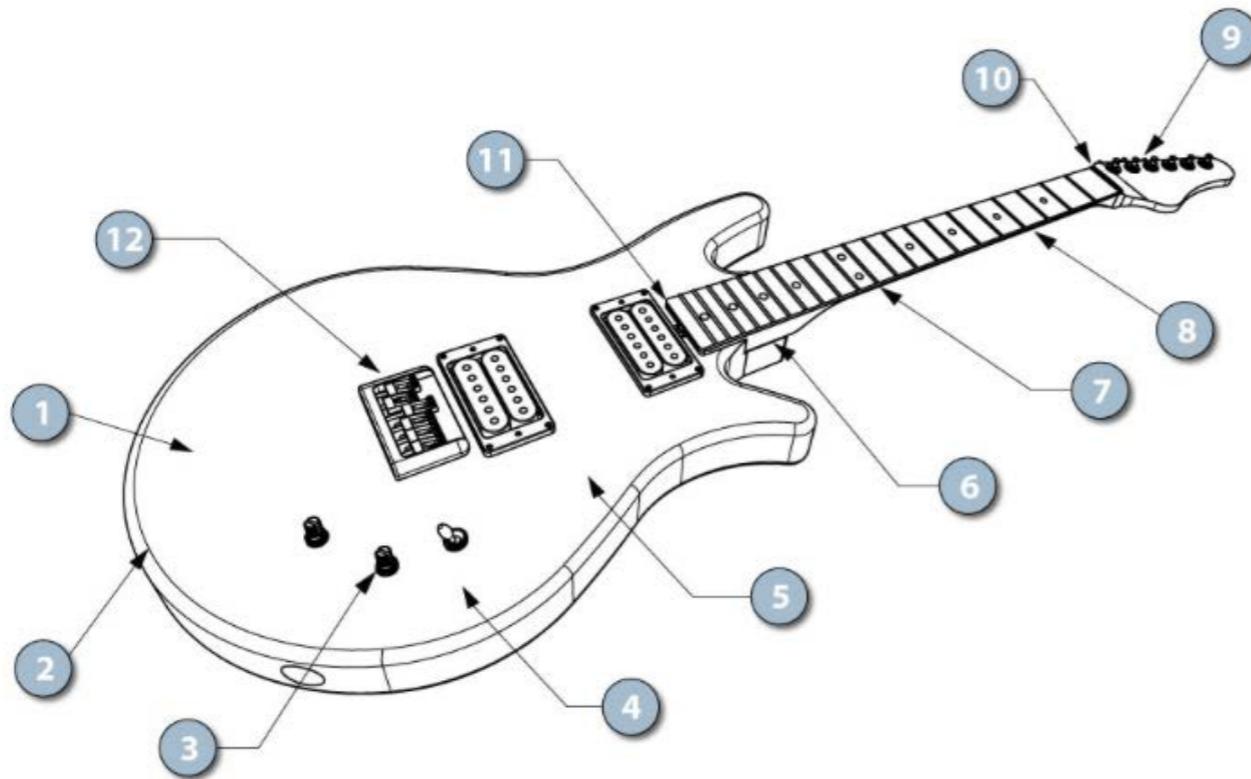
TECHNICAL ASSISTANCE  
PROGRAM

**PURDUE**  
UNIVERSITY



Center for Regional Development  
Advancing Collaboration : Energizing Regions

# The National STEM Guitar Project



Center for Regional Development  
Advancing Collaboration : Energizing Regions



# Highest concentration of Project Lead the Way Schools in the country



## Project Lead The Way Moving National Office to Indianapolis

LEADER IN STEM CURRICULUM CONSIDERED ECONOMIC ASSET

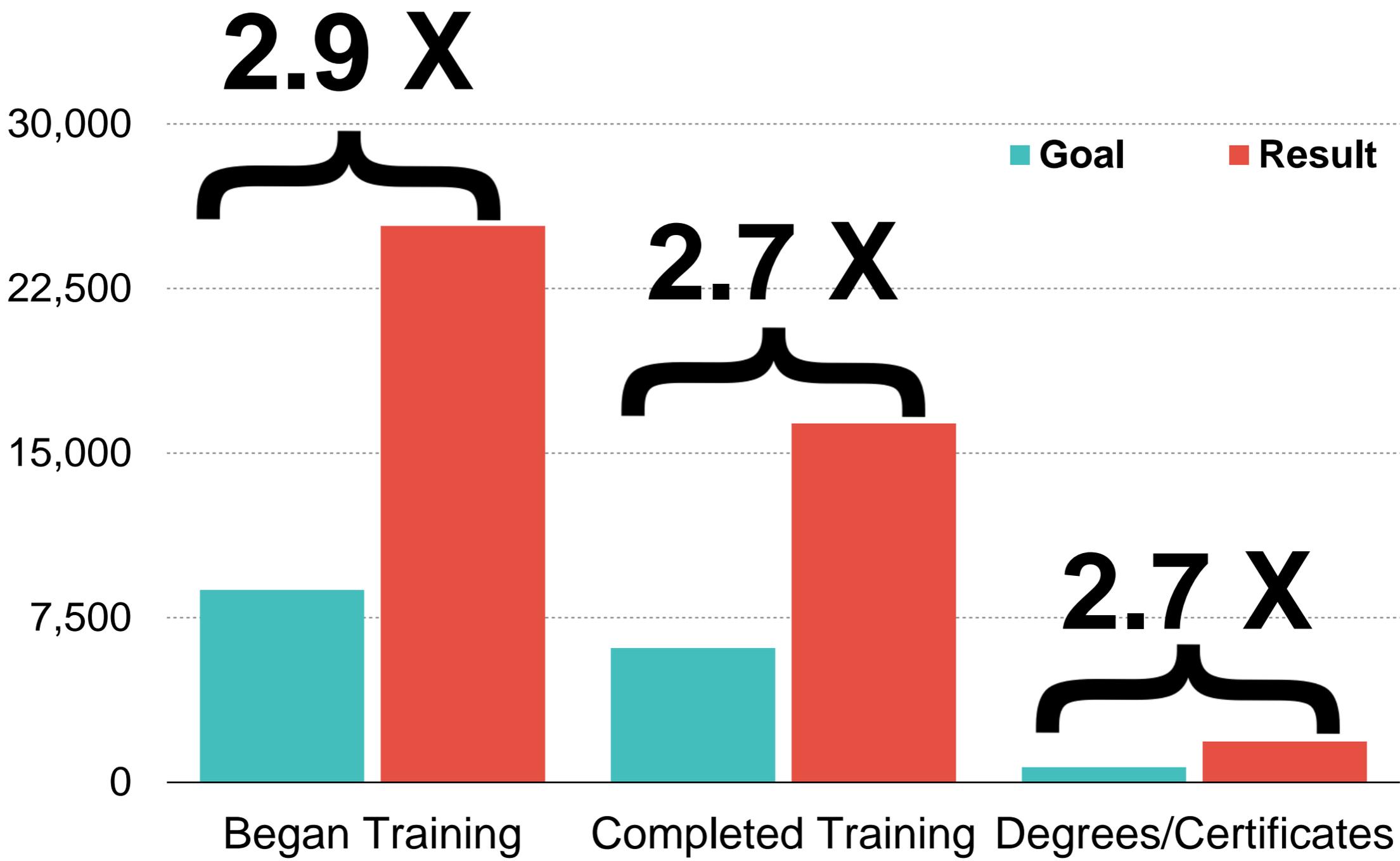
**CLIFTON PARK, N.Y. (September 16, 2011)** - Project Lead The Way's Board of Directors and Senior Leadership Team announced Friday that the organization's national headquarters and staff are moving to Indianapolis.

**PURDUE**  
UNIVERSITY

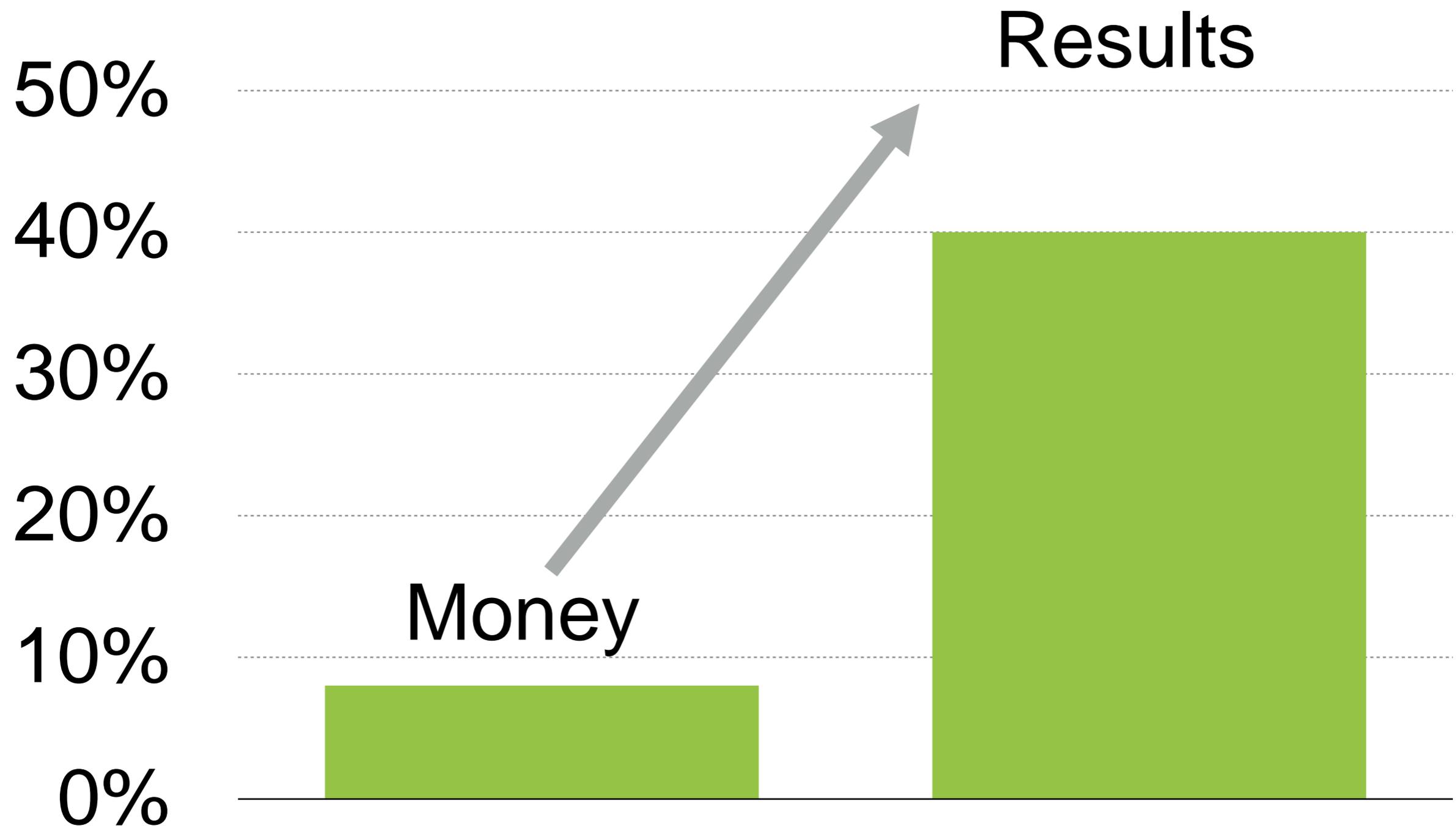


**Center for Regional Development**  
Advancing Collaboration : Energizing Regions

# Result: We exceeded goals by almost 3X



**With 8% of the money...  
40% of the national results**

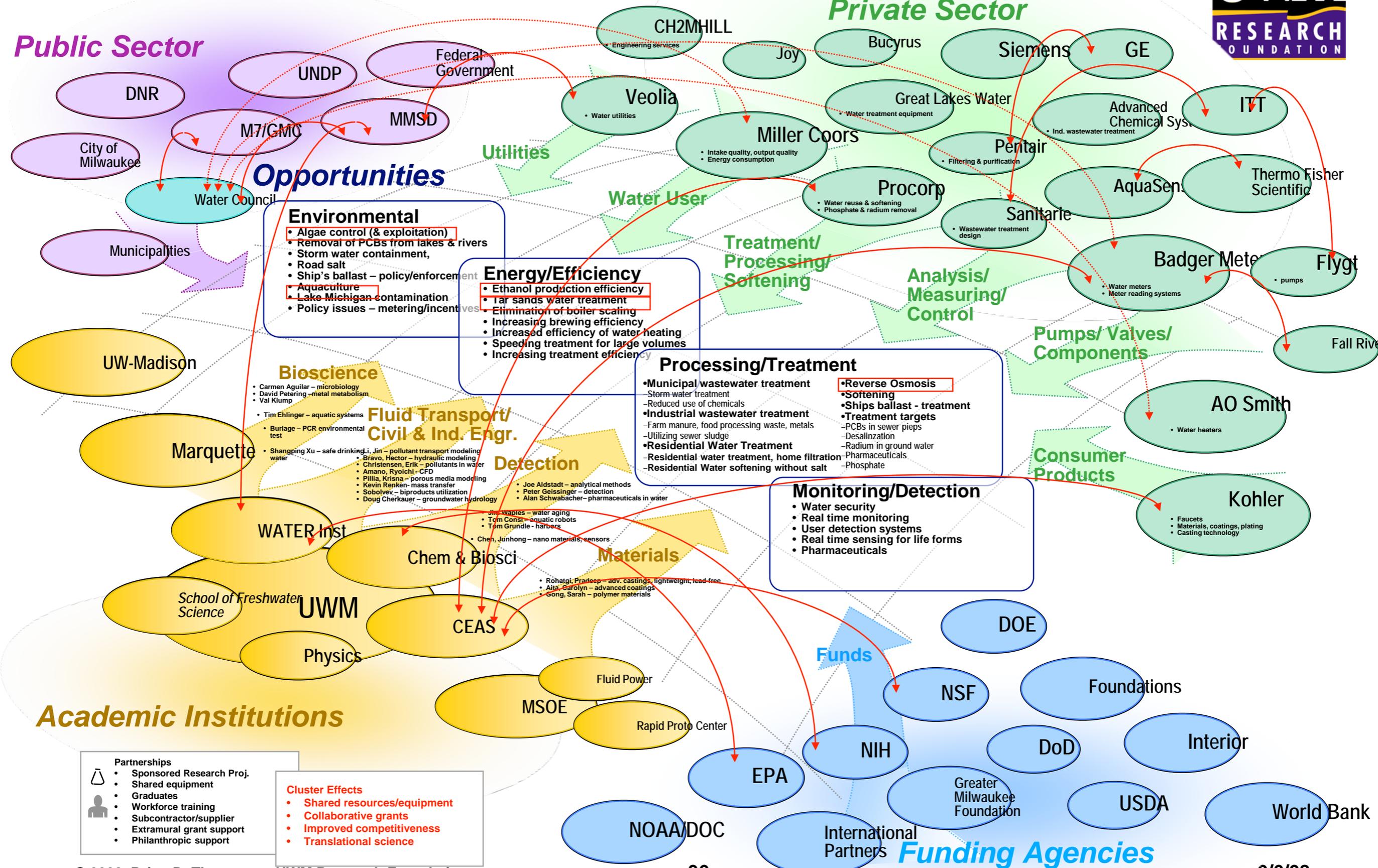


# Milwaukee 7 Water Cluster

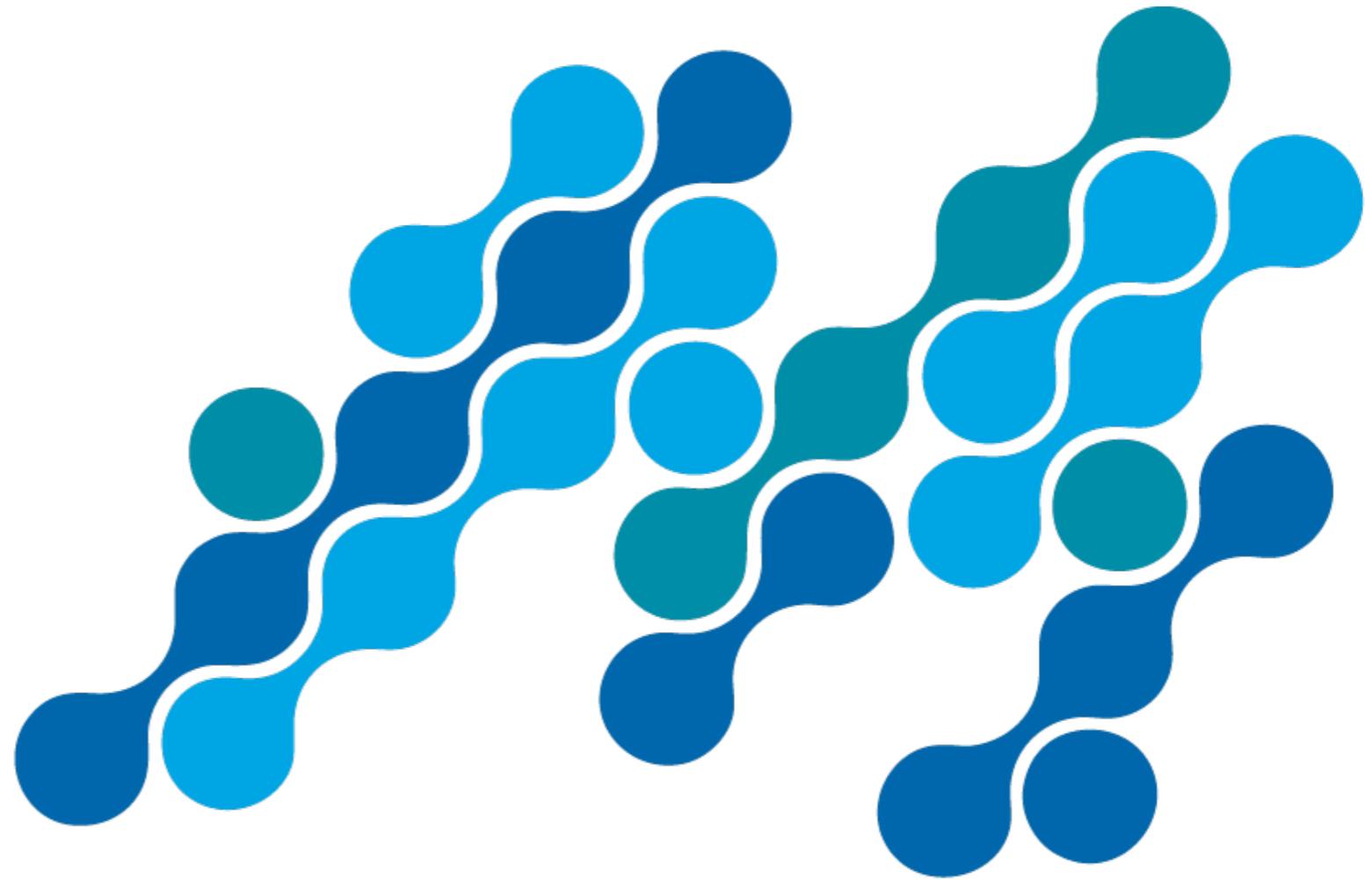


## Public Sector

## Private Sector



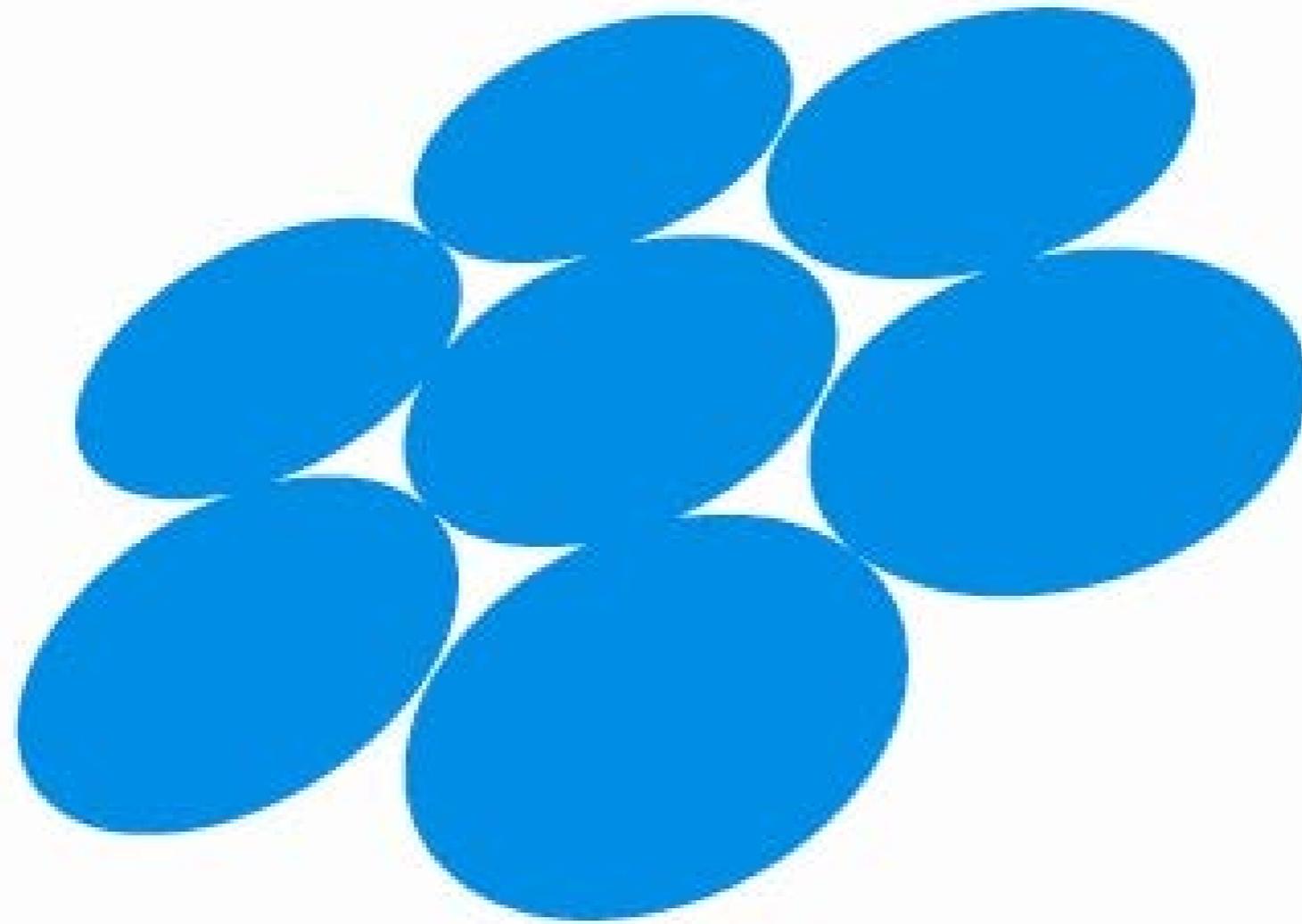
- Partnerships**
- Sponsored Research Proj.
  - Shared equipment
  - Graduates
  - Workforce training
  - Subcontractor/supplier
  - Extramural grant support
  - Philanthropic support
- Cluster Effects**
- Shared resources/equipment
  - Collaborative grants
  - Improved competitiveness
  - Translational science



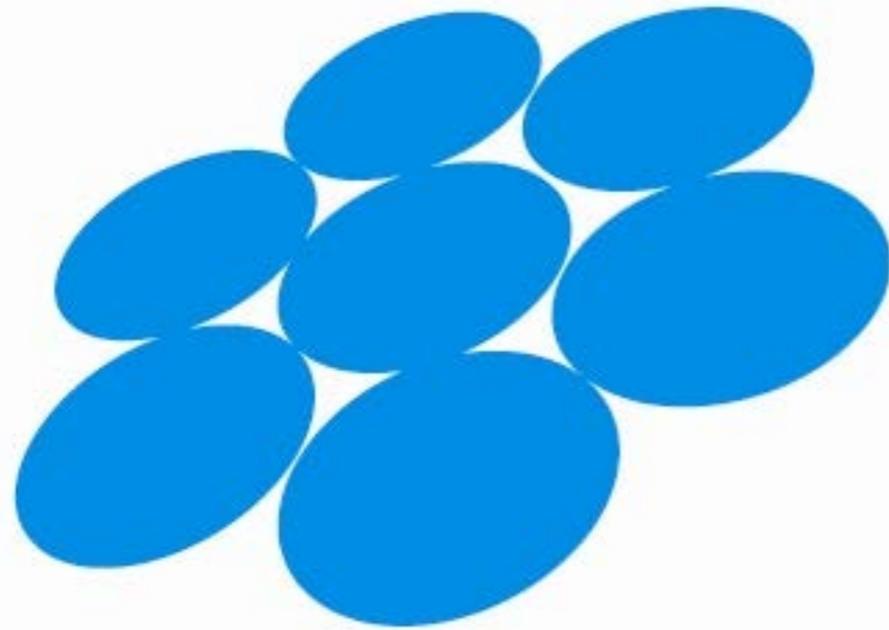
# THE WATER COUNCIL

---

SERVING THE WORLD WATER HUB



**charleston ■ digital ■ corridor**

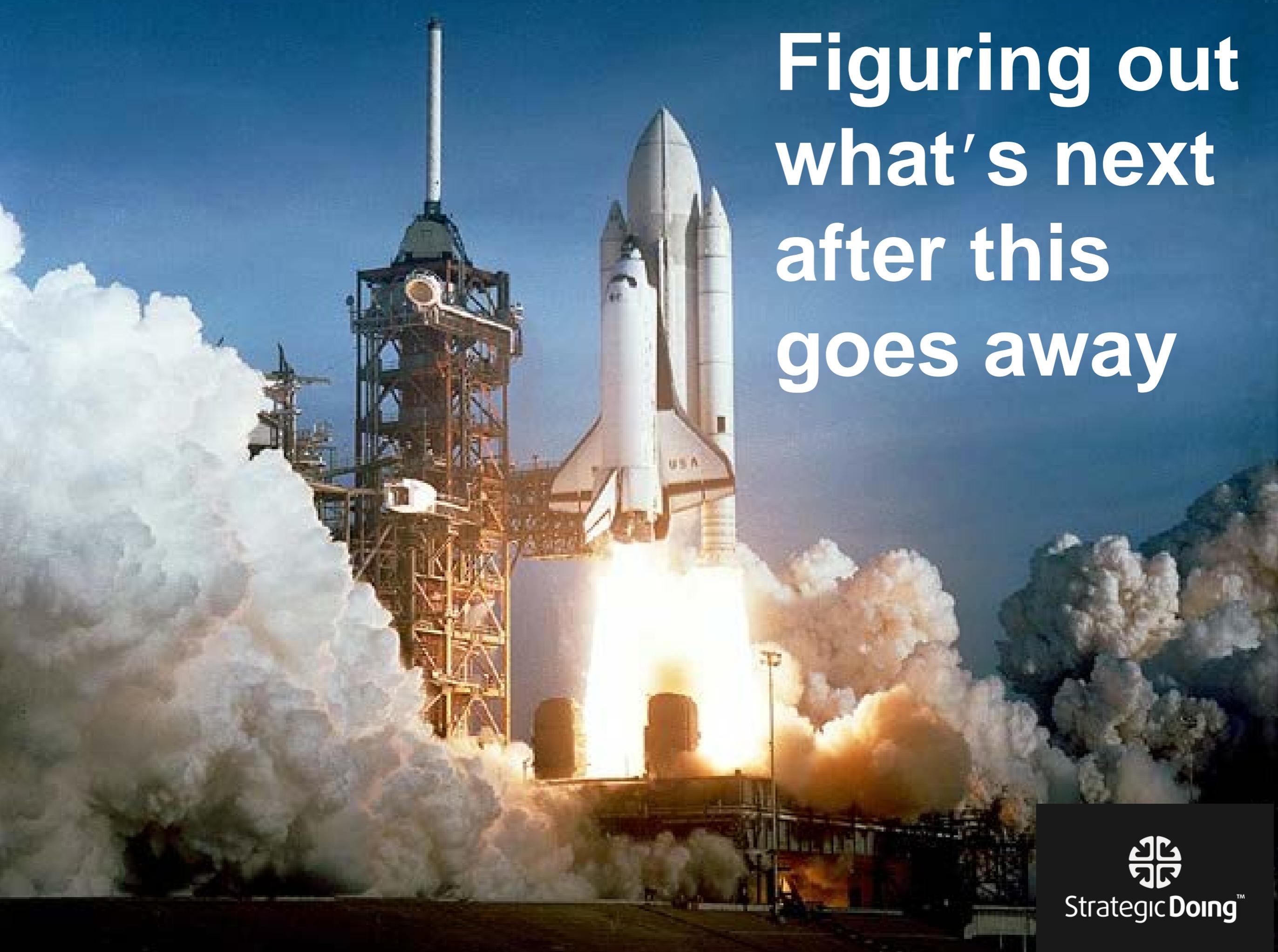


**charleston • digital • corridor**

**FAST  
COMPANY**

**“The 75th largest metro ranks among the 10 fastest growing in software and Internet technology”**

**Figuring out  
what's next  
after this  
goes away**



**Strategic Doing™**

# Rebuilding Flint neighborhoods



**Strategic Doing**<sup>™</sup>  
Do More Together.



**It comes down  
to this...**





**Thinking in New Ways**

# Prosperity is not “winner take all”



Source: Clipart by C Charley-Franzwa -  
<http://clipartof.com/50191>

# Learn to Link and Leverage



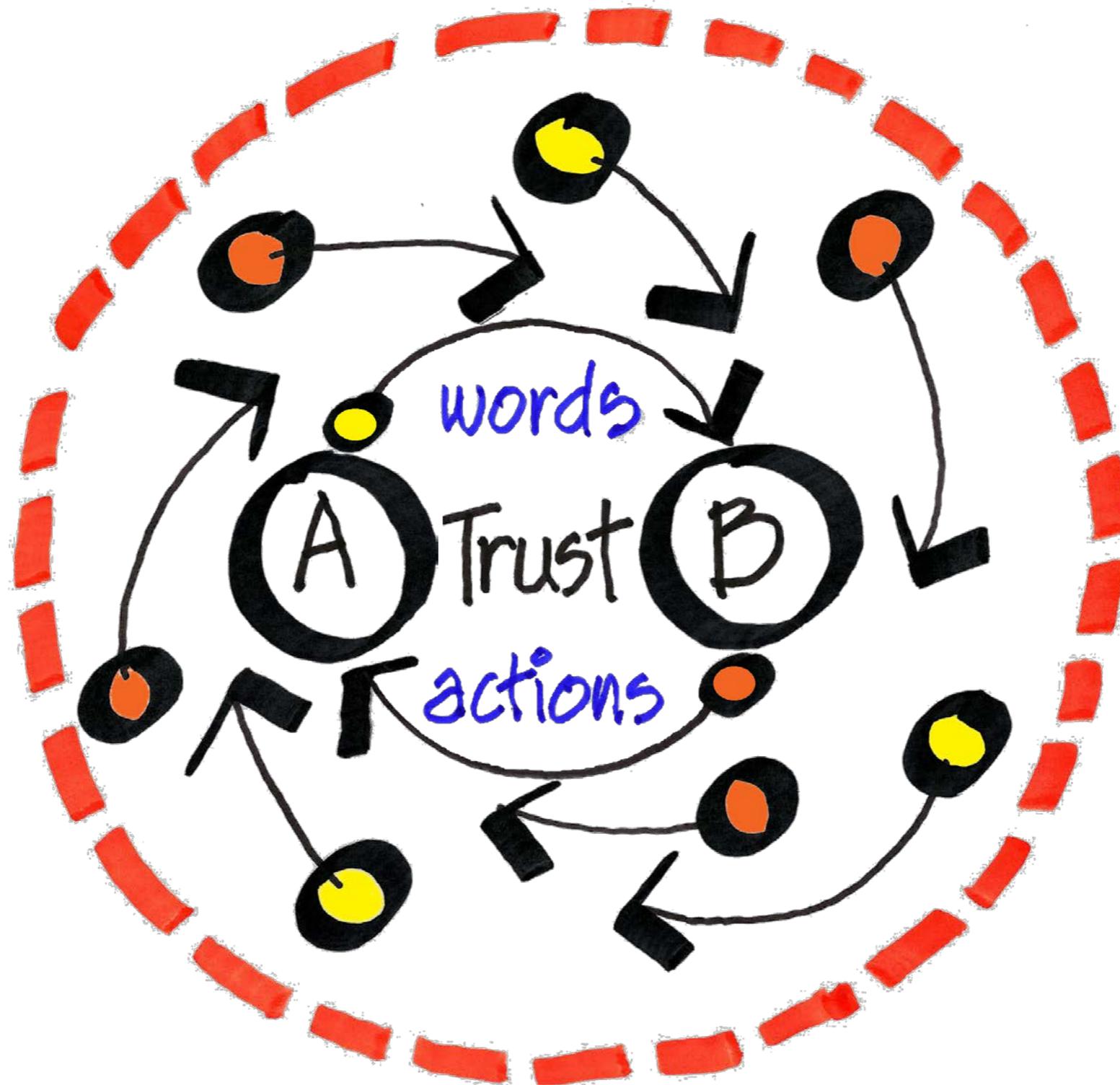


**Behaving in New Ways**

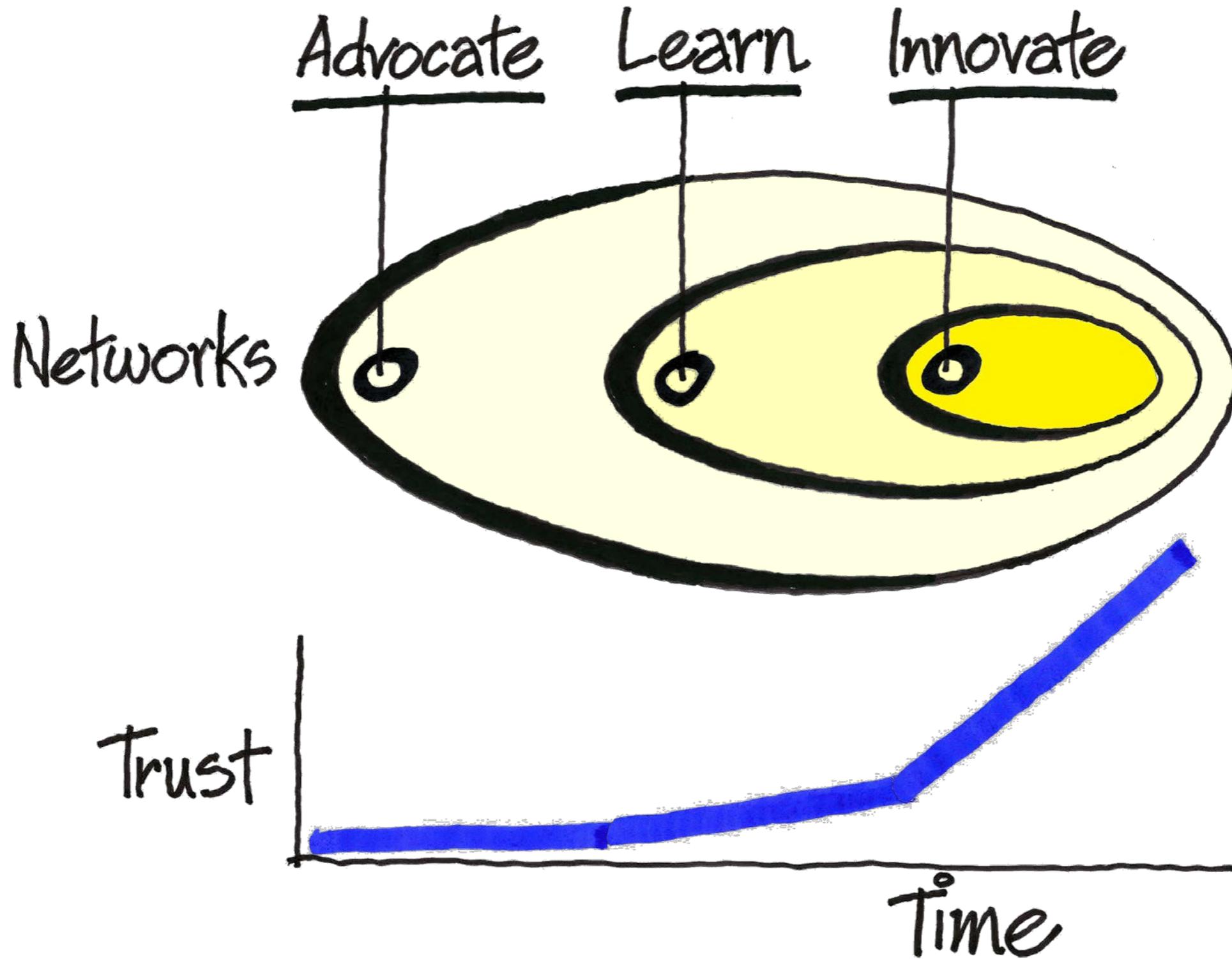
**In a democracy, civility matters**



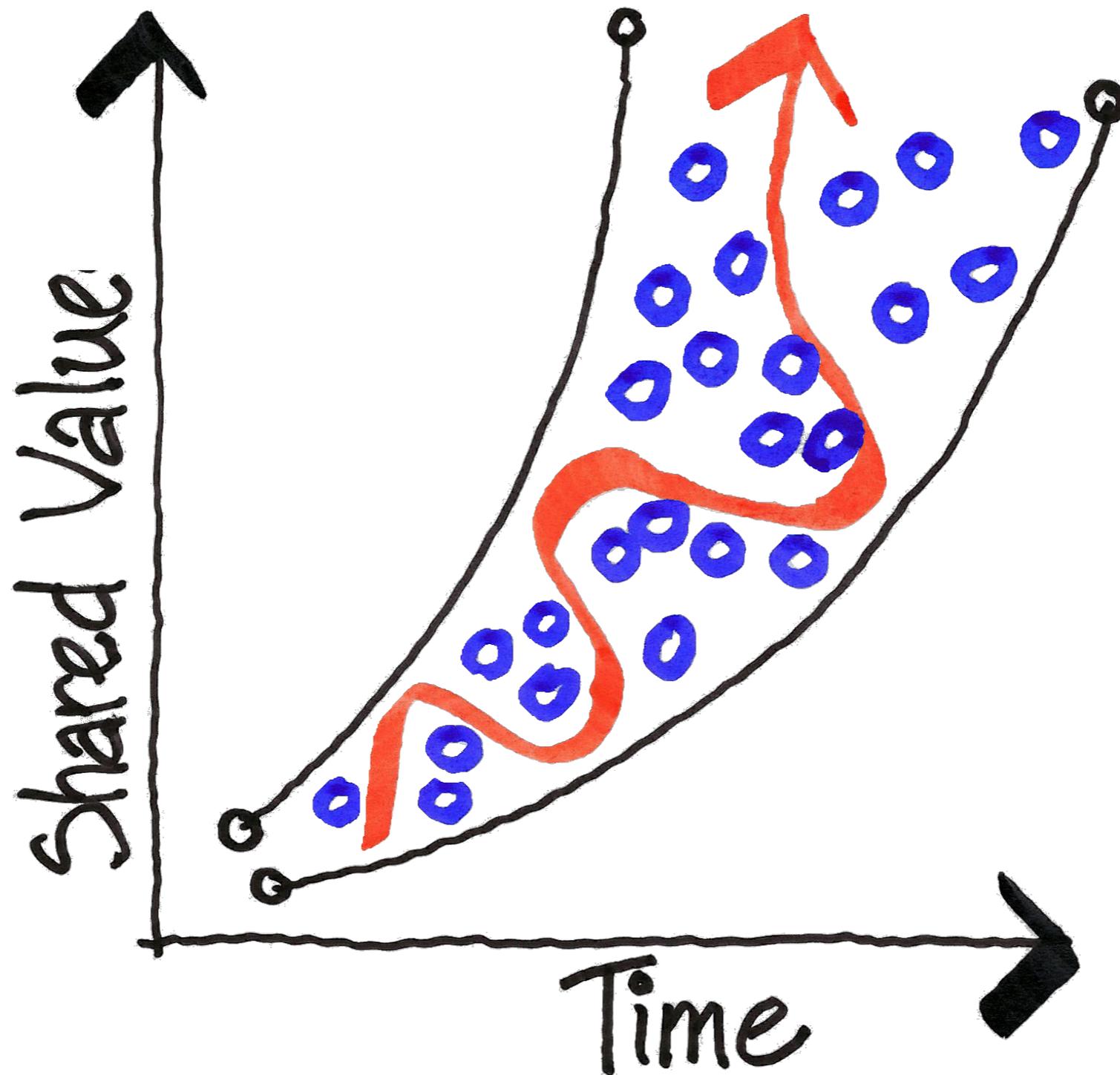
# Building trust takes doing...



# Trust powers innovation

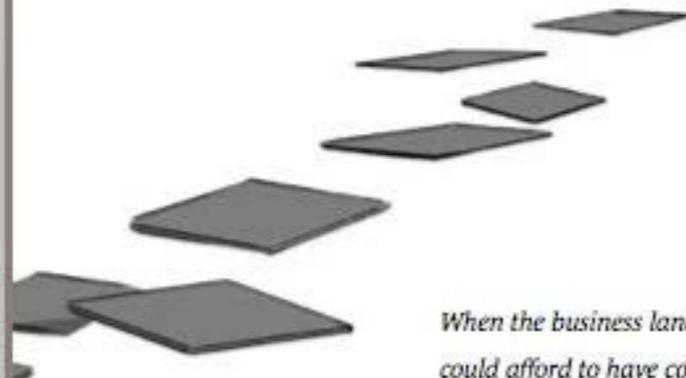


# Innovating networks produce increasing returns





**Doing in New Ways**



*When the business landscape was simple, companies could afford to have complex strategies. But now that business is so complex, they need to simplify. Smart companies have done just that with a new approach: a few straightforward, hard-and-fast rules that define direction without confining it.*

# Strategy

as Simple Rules

ILLUSTRATION BY MINGJIE HONG

by Kathleen M. Eisenhardt  
and Donald N. Sull

**S**INCE ITS FOUNDING IN 1994, Yahoo! has emerged as one of the blue chips of the new economy. As the Internet's top portal, Yahoo! generates the astounding numbers we've come to expect from stars of the digital era—more than 100 million visits per day, annual sales growth approaching 200%, and a market capitalization that has exceeded the value of the Walt Disney Company. Yet Yahoo! also provides something we don't generally expect from Internet companies: profits.

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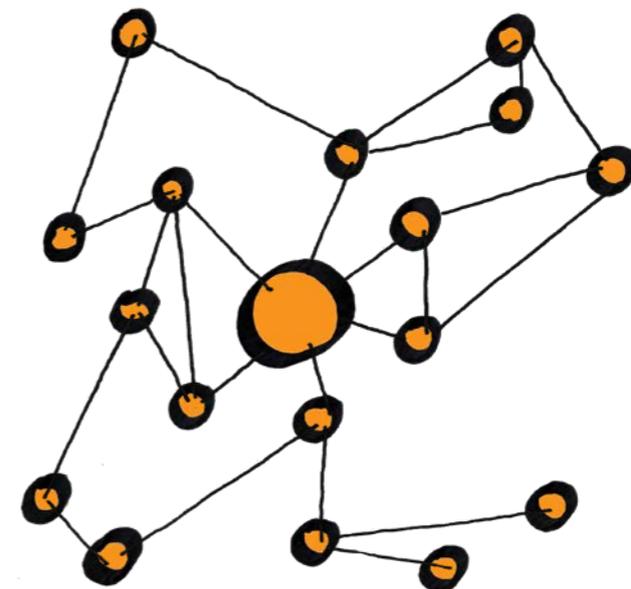
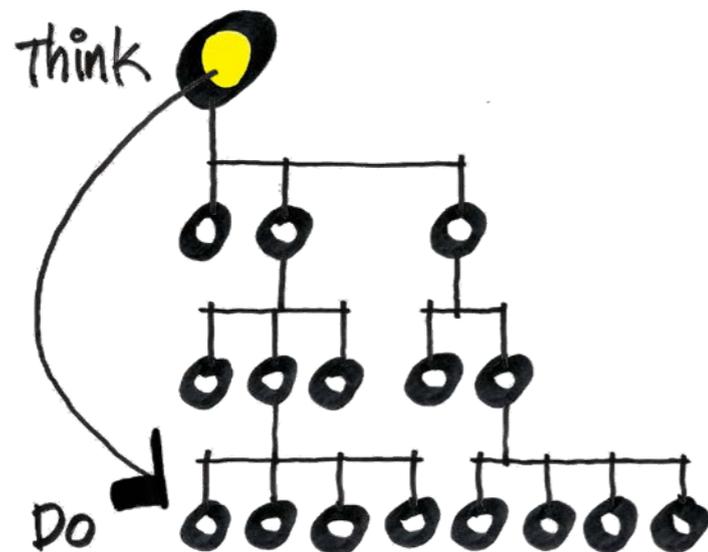
# Harvard Business Review



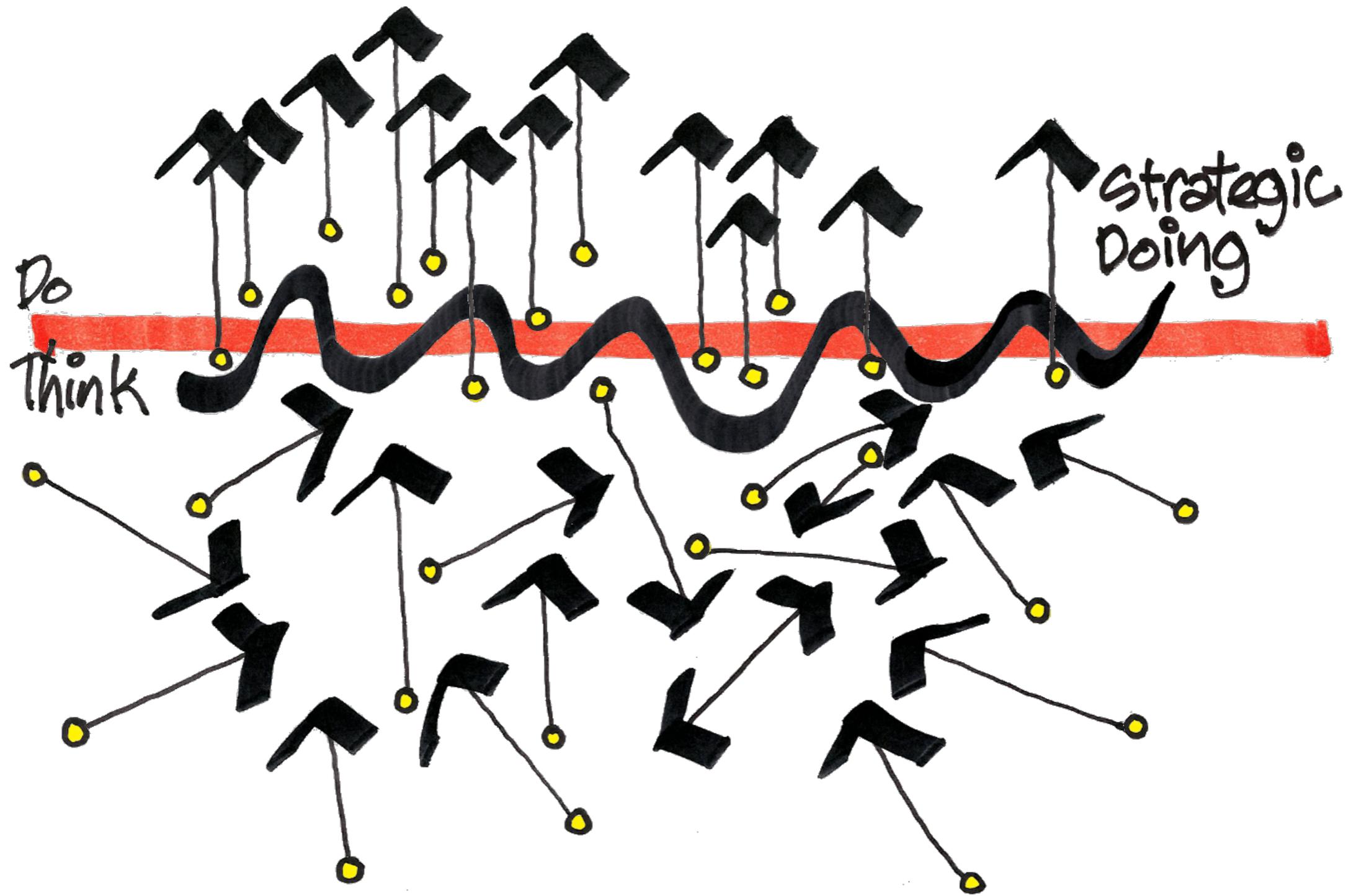
# Build and test collaborations quickly with agile strategy

Strategic Planning

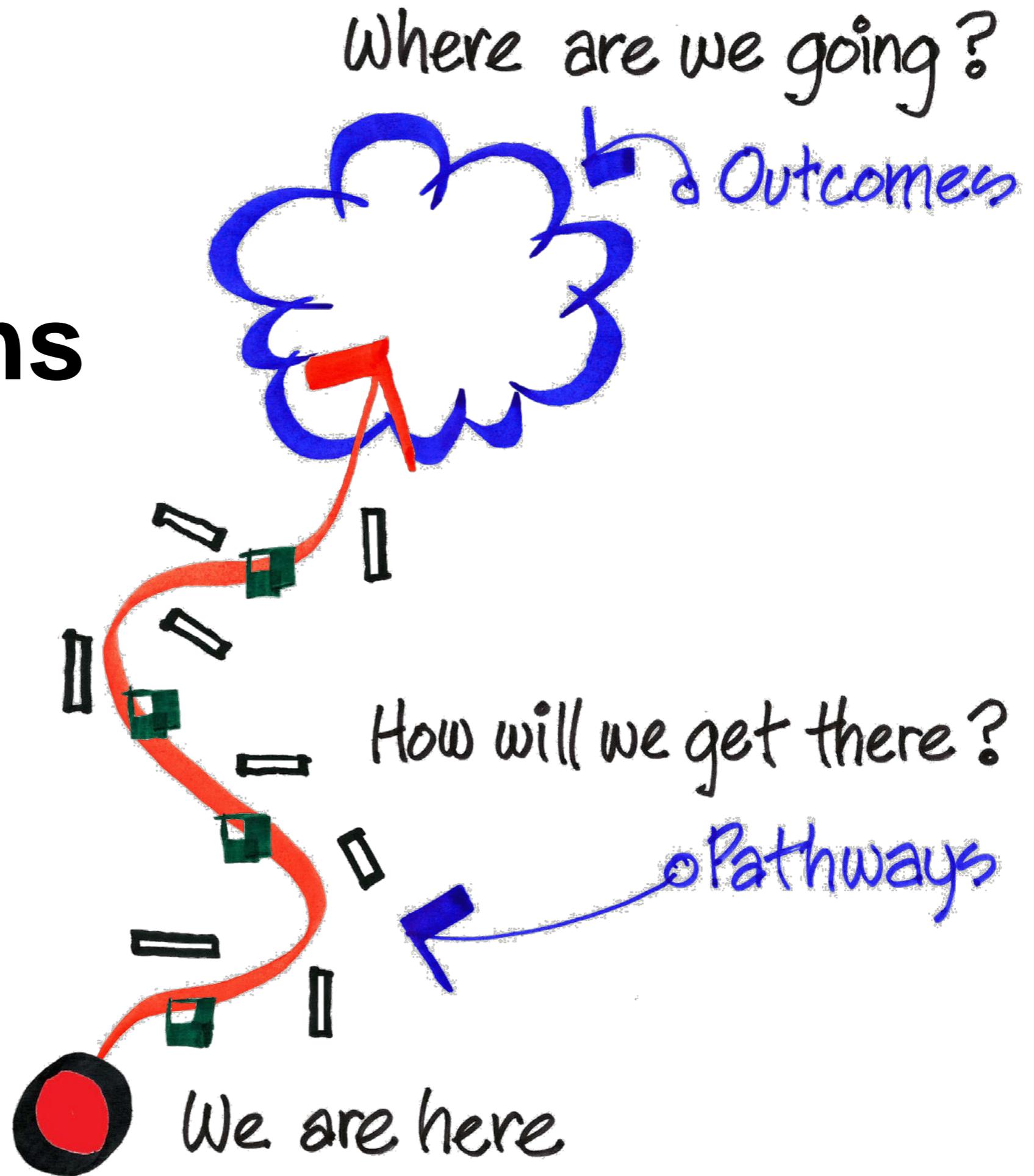
Strategic Doing



# Alignments emerge...



# Strategy answers 2 questions



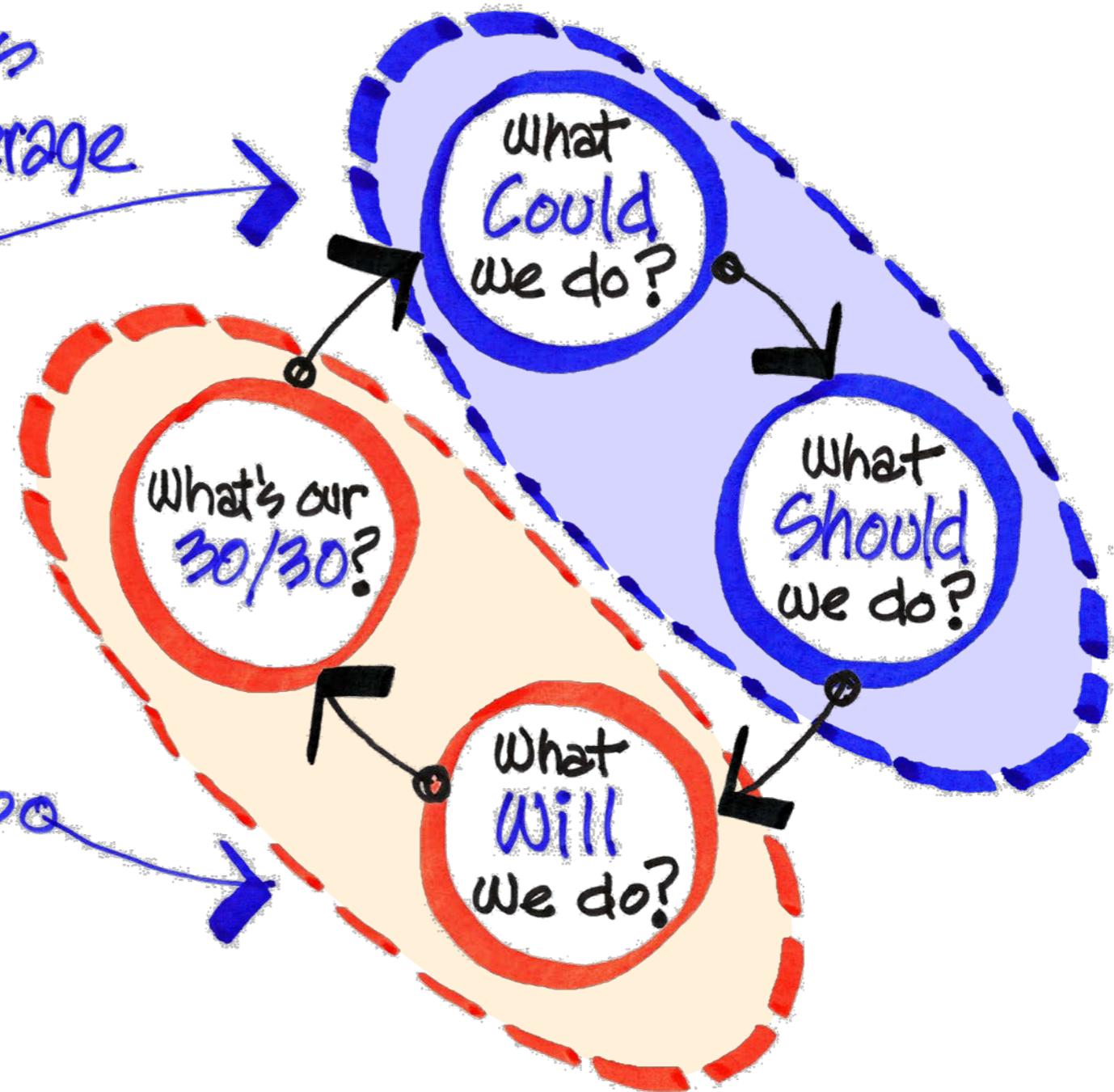
# We convert 2 questions into 4

Where are we going?

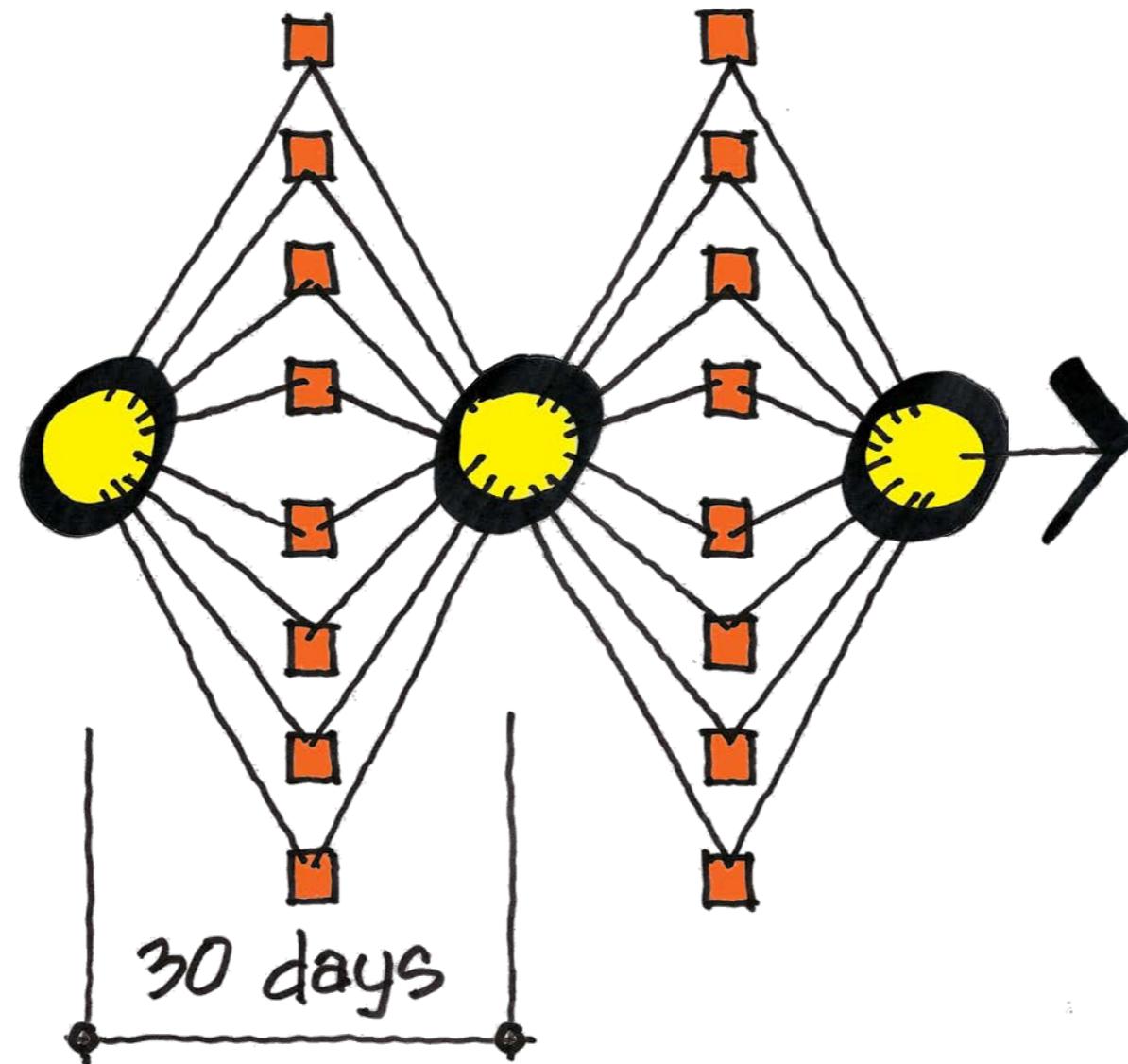
Outcomes  
Link, Leverage  
& Align

How will we get there?

Pathways



# A 30/30 commitment drives learning and adjustments



Do  
Think





# What would a Region 2 Collaboration Acceleration Lab look like?





# Strategic Doing™

*Do More Together.*

The Future  
is Wide Open.

# Vision for the Workforce System: Taking Action Now



- Identify and allocate funding to transitional activities
- Build new and strengthen existing partnerships
- Engage with core and other partners to begin strategic planning
- Reassess One Stop delivery system
- Develop plans to insure that workforce boards become WIOA compliant
- Develop transition plans
- Prepare for fiscal and program changes for transition across legislations
- Assess state laws
- Review Eligible Training Provider processes
- Ensure new or existing youth service contract providers support 75 percent out-of-school youth and the 20 percent work expenditure rate requirements

# Quick assessment of where you stand

On a scale of 1 (low) to 5 high, how would you rate your familiarity with the transition process for WIOA?

1	2	3	4	5
Low Familiarity				High Familiarity

On a scale of 1 (low) to 5 high, how would you rate your performance in the transition so far?

1	2	3	4	5
Low Performance				High Performance





2

**What could you do? Defining “link and leverage” opportunities.** What are three opportunities for moving forward with transition activities? List 3 opportunities that emerge from your conversation.

Opportunity 1

Opportunity 2

Opportunity 3

3

**What should you do? Finding your Big Easy.** Rate each opportunity in terms of impact and how easy it would be to implement by July 2015

Opportunity	Impact (1=low;5=high)	Ease (1=low; 5=high)	Total
Opportunity 1			
Opportunity 2			
Opportunity 3			

4

**What should you do? Converting an opportunity to an outcome.** In 90 days, (by June 15) what is your outcome? How will you measure your success?

Our Outcome is

Success Metric 1

Success Metric 2

Success Metric 3

5

**What will you do? Pathfinder Project.** What is the project you will start this week to move toward your outcome?

Pathfinder Project:

Milestone:

Milestone:

6

**What will you do? Action Plan.** Outline a 30 day action plan.

Who...

Will do what...

7

**What is your 30/30?** Describe the details of your 30/30 commitment.

Date:

Location:

Time:

Internet details: