



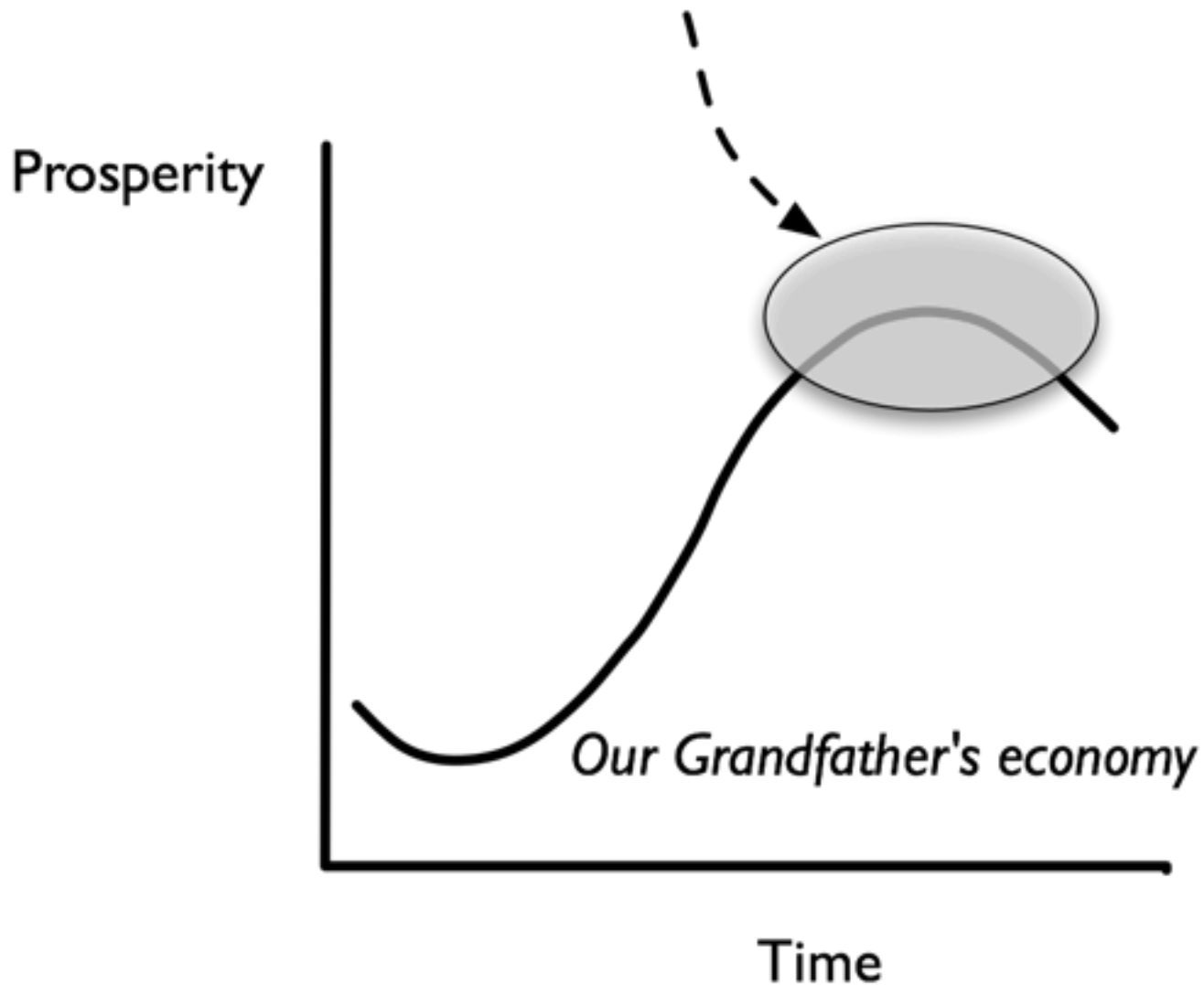
**Overcoming The Space Challenge
Through Regional Innovations**

**Florida's Space Coast
Brevard County, FL**

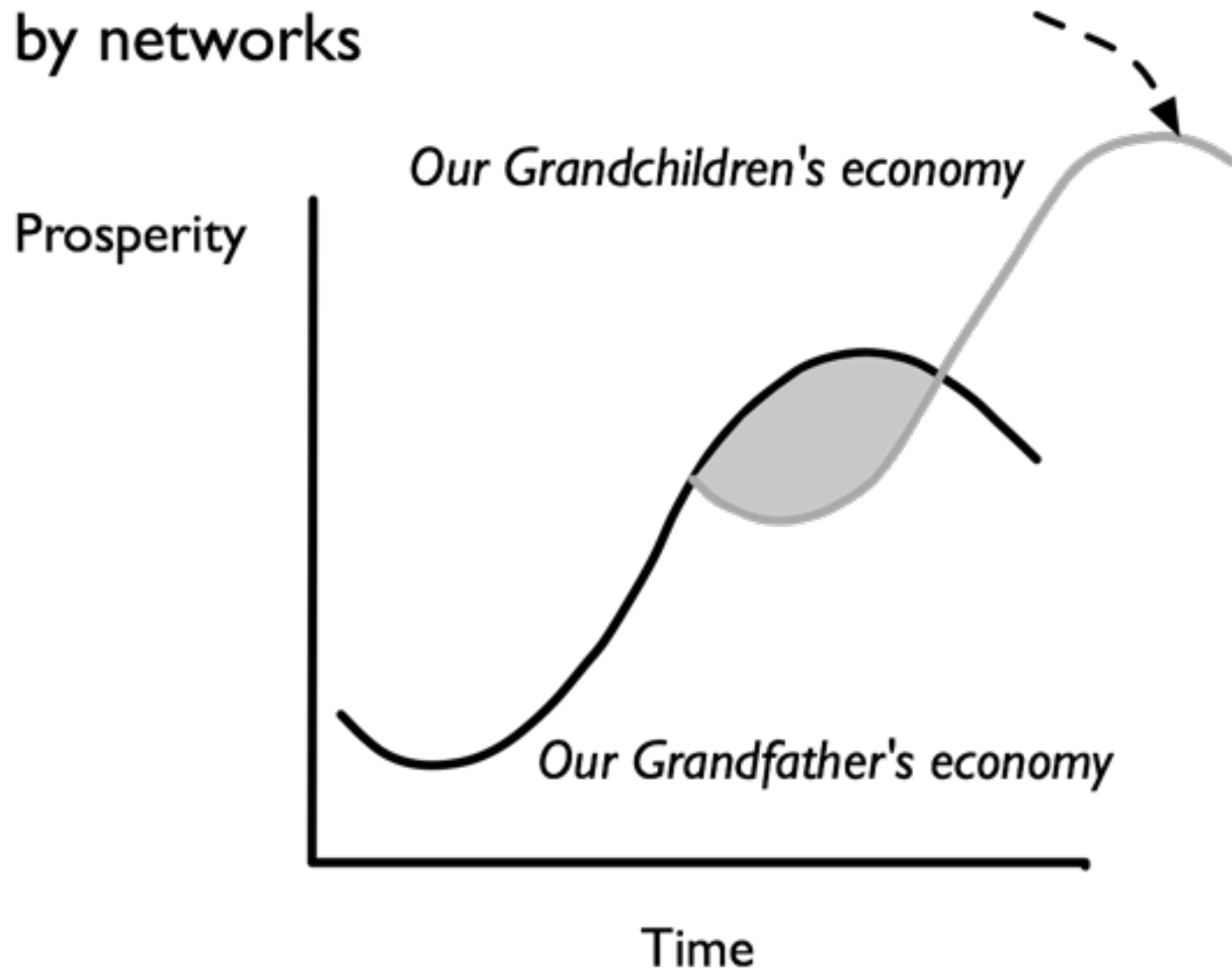
Ed Morrison: edmorrisson@purdue.edu
Purdue Center for Regional Development
April, 2010



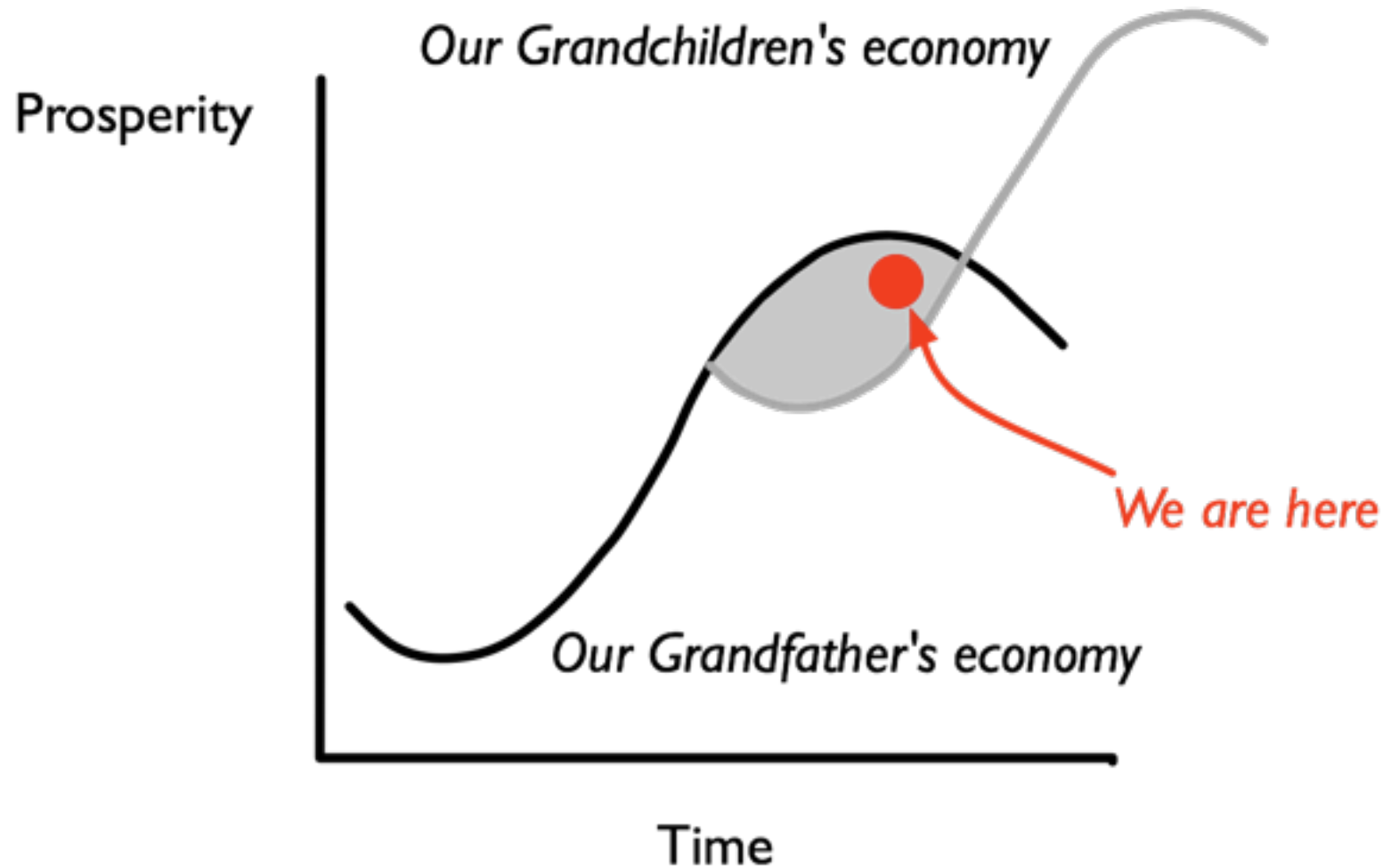
We are at the tail end of an S curve where wealth has been created by hierarchies



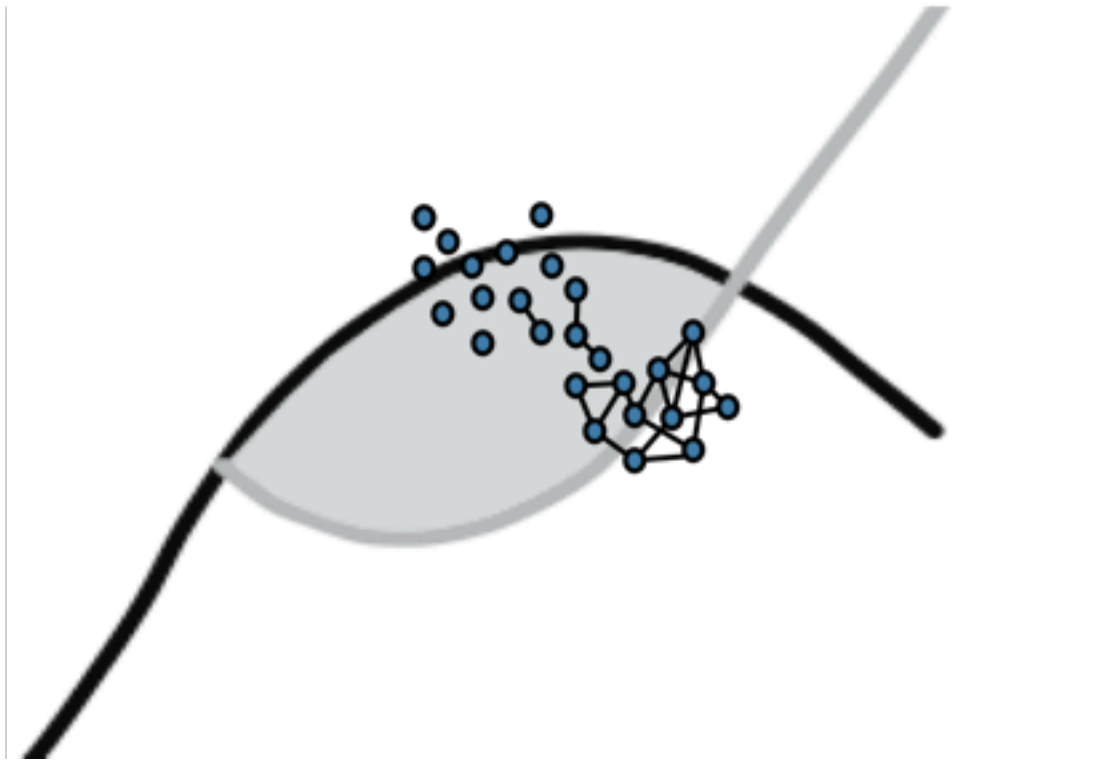
A new S Curve is forming where wealth is created by networks



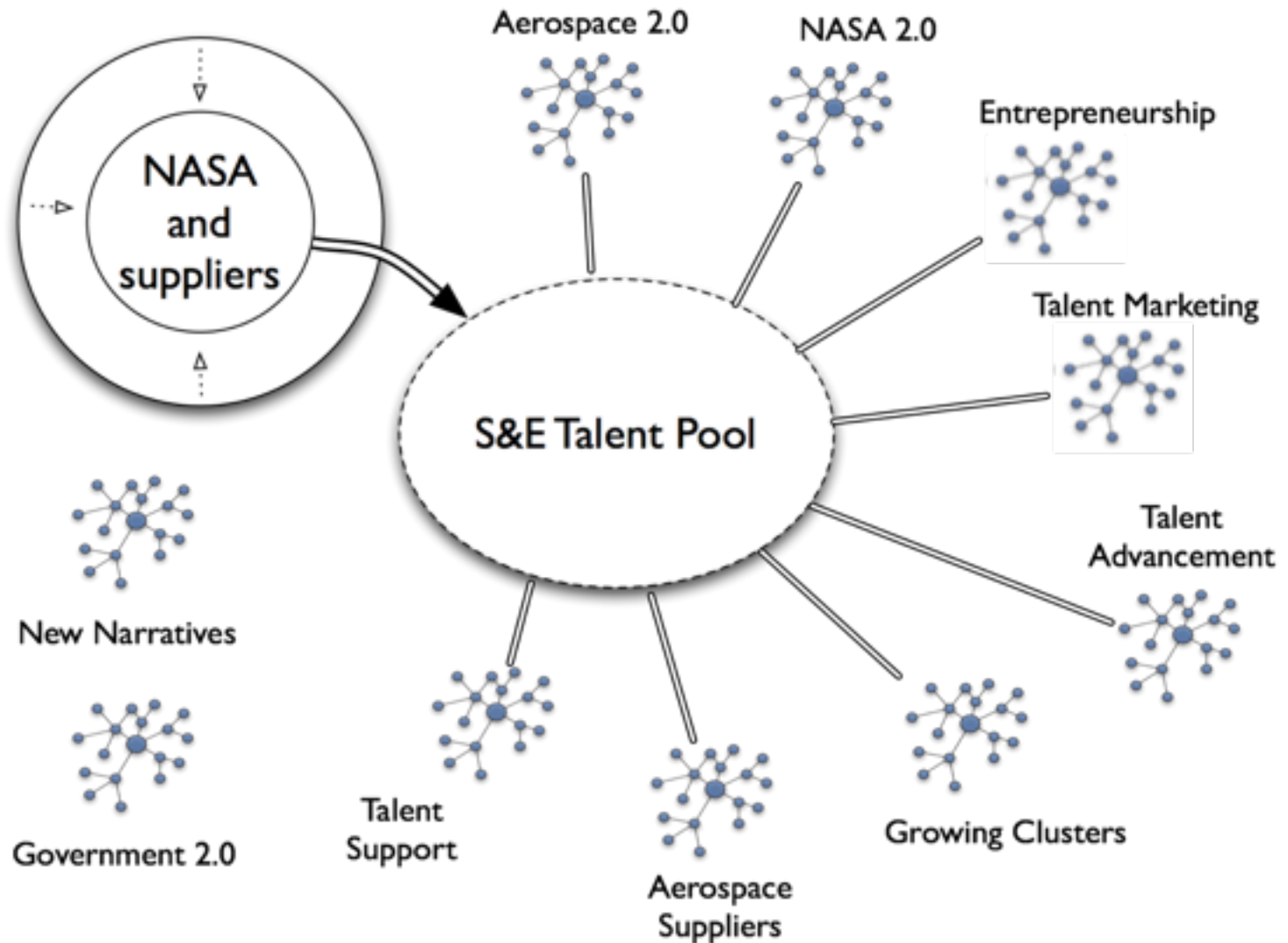
Our job is to find pathways from one to the other



We build pathways by developing strategic networks capable of innovating



We need to develop re-engagement networks that "link and leverage" talent



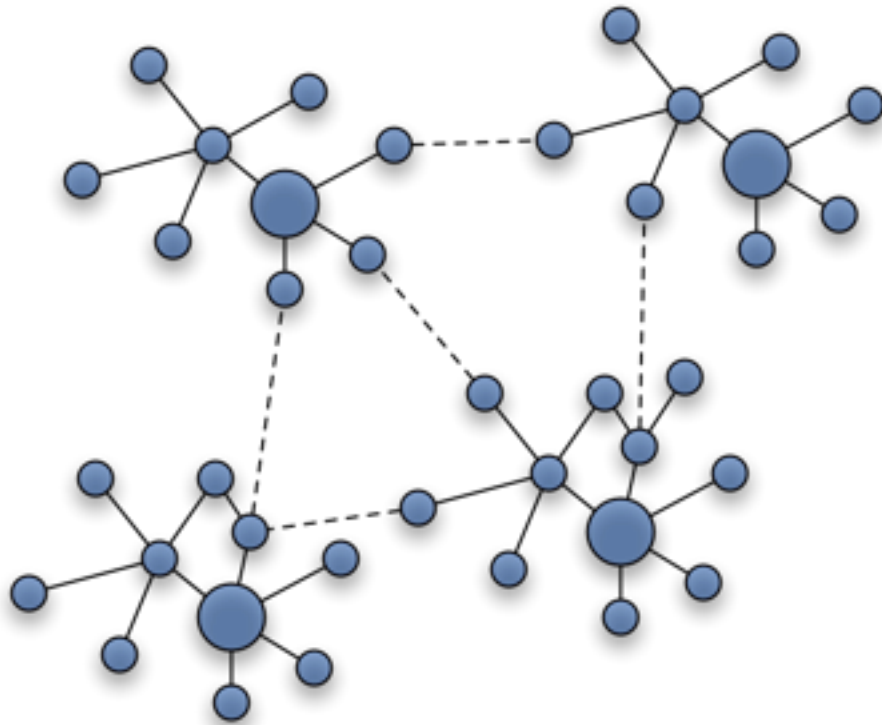
Our grandfathers' approach to strategy



A small group thinking

A larger group doing

One Problem: no top or bottom to a network
(No one can tell anyone what to do)



Strategic doing is a continuous process of ideas into action



Strategic doing generate the components of a practical strategic action plan: concise, clear

**Strategic Doing Pack:
Aerospace 2.0 Network**

Strategic Focus: Re-engaging talent in new opportunities with private aerospace companies

The region can capitalize on the emergence of private aerospace in aerospace. How does the region build a network to make these connections quickly and productively?

Strategic Questions:

- What could we do? What are the needs we face at the local? How do these needs together, and how support the local area?
- What should we do? Define a clear, concise subsector that will guide the network. Use three characteristics to define the subsector. Make sure our characteristics are clear and measurable.
- What will we do? Define up to three potential projects to guide the subsector. Define a 30 day action plan.
- When will we come back together? Establish when and place within 30 days to review your strategic action plan for the Aerospace 2.0 Network.

The Strategic Doing Cycle

Developing strategy to a locally connected network is not the same process as developing a strategy for a national organization.

It is critical to account for the discipline of strategic planning, which was designed to develop a strategy for a national organization.

Strategic planning does not work well in networks. The origin reason: No one can be anyone else's boss in a network.

Indeed, we need a new discipline for developing the local network. Strategic doing is that discipline.

Developed at the Porter Center for Regional Development, strategic doing is a newly called for regional strategies in economic and workforce development.

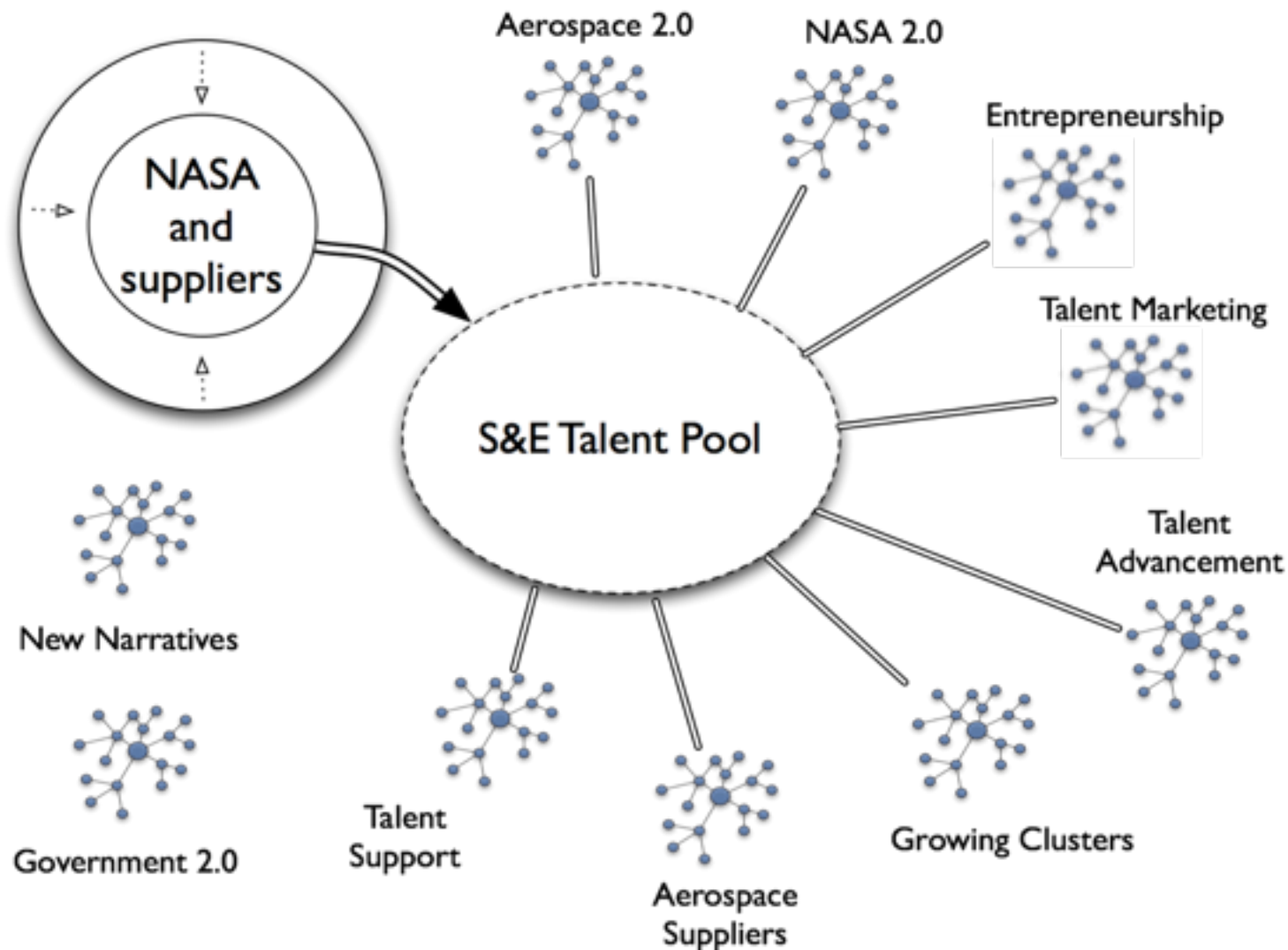
Strategic Doing Pack: Aerospace 2.0
Economic and Workforce Development
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Questions? Contact Page: page@portcenter.org

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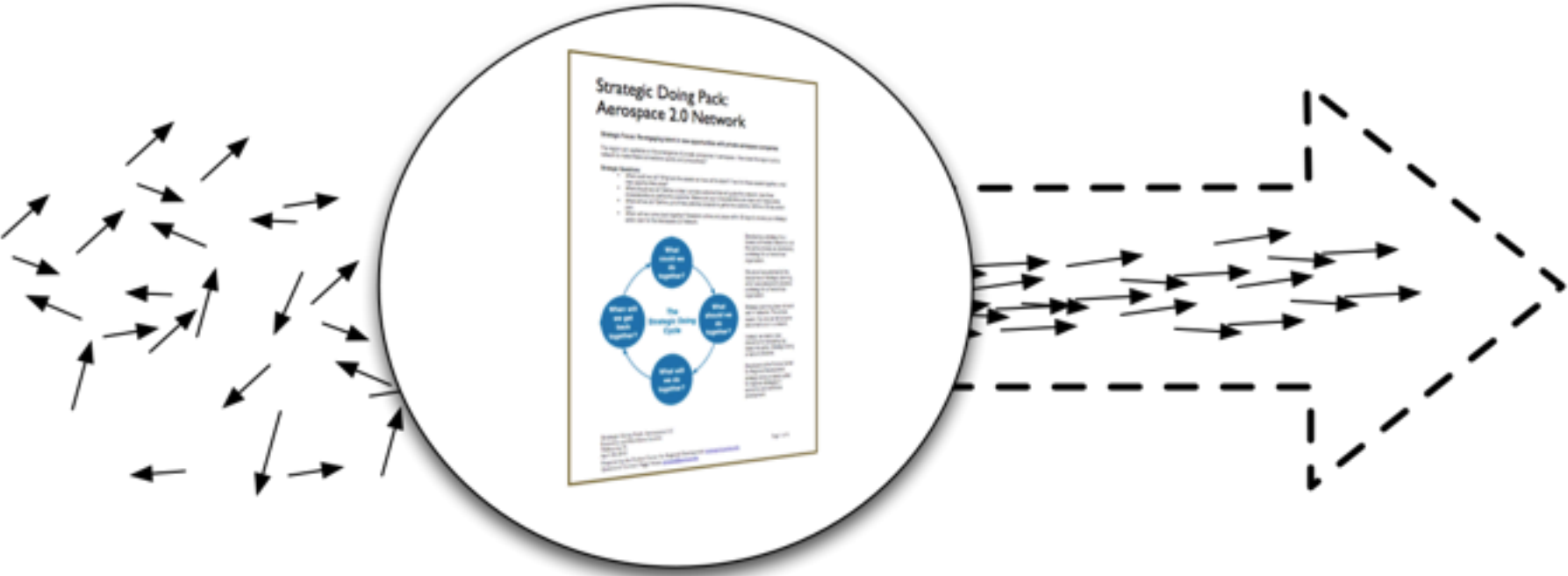


**Strategic
Action
Plan
*alpha version***

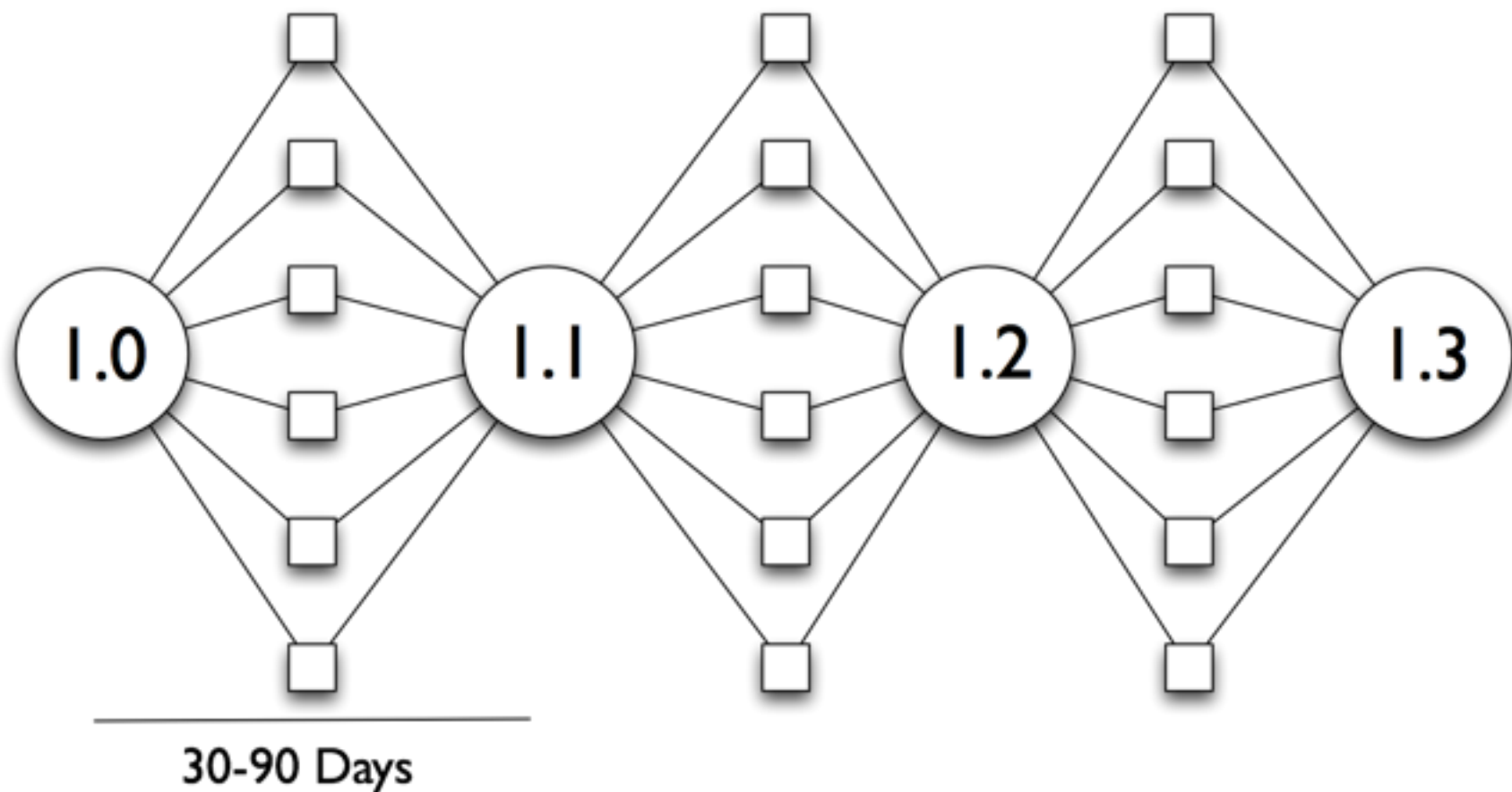
Today's workshop will develop initial re-engagement networks



We will produce alignments with "link and leverage" strategies



Strategic doing does not start and stop today



To meet the challenges we are facing,
we need leaders

Every few hundred years in Western history, there occurs a sharp transformation.

Peter Drucker, The New Realities (1989)

*If your actions inspire others to dream more,
do more and become more, you are a leader*

John Quincy Adams

Today's ground rules...

1. Behave in ways that build trust and mutual respect
2. No whining or grandstanding
3. No breaks...
4. If you are not contributing, move
5. Keep your conversation on track
6. Answer the questions: They are simple, but hard
7. Appoint a "knowledge keeper"