

**From:** NCI WIRED [kwanner=purdue.edu@mcsv7.net] on behalf of NCI WIRED [kwanner@purdue.edu]  
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## In this Edition:

**Community-Based Strategies for Economic Re-Engagement**

**Maximizing Your Community's Assets: Try Strategic Doing**

**Web 2.0 is here**

## Upcoming Events:

**April 20**

April 3, 2009

Corporate Sponsor:



**April 29, 10:30 a.m.** - Follow up meeting to Reemployment/Ed Morrison/Scott Hutcheson - contact Peggy Hosea, [phosea@purdue.edu](mailto:phosea@purdue.edu)

**May 20**, Richard Longworth, Author of 'Caught in the Middle' will be the luncheon speaker at the Mid-America Economic Development Conference in Indianapolis. Limited seating is available - contact Peggy Hosea, [phosea@purdue.edu](mailto:phosea@purdue.edu)

More than ever communities are facing issues that call for action but they frequently get bogged down in the details of convening meetings, seeking participants and creating an action plan. Read about how several counties took part in a state-wide discussion and another is using Open Source networking to create a Strategic Doing Plan. All of them are moving along on the path to accomplishing their goals.

There is also a need to find innovative ways to use new technology. The last two articles show new uses for Internet tools. One community used a web-based application to help in emergencies when time was short. Even the government is getting involved in social media sites as you'll see below.

**"Community-Based Strategies for Economic Re-Engagement." - video and slides**



**IndianaWIRED - Workforce Innovations in Regional Economic Development -- is a three year, \$15 million initiative that combines the resources of 14 north central Indiana counties.**

**The IndianaWIRED counties include: Benton, Carroll, Cass, Clinton, Fountain, Fulton, Howard, Miami, Montgomery, Tippecanoe, Tipton, Wabash, Warren and White.**

On March 25, 2008 about 20 different Indiana communities participated in a session called "Community-Based Strategies for Economic Re-Engagement." The idea is that there are things communities can begin doing immediately to help address the needs of troubled businesses and unemployed people in their communities. The key is to look at re-employment and economic re-engagement in new ways and by forming civic networks that can link and leverage existing assets. That session can now be viewed online [here](#). Note that there is about 60 minutes of dead air as locations were working on their local plans. Once you get to that spot, you can fast forward to about the 1:56:53 minute mark to pick up the last half hour where some of the locations share their strategies and Ed Morrison and and Scott Hutcherson share a few additional thoughts. The PowerPoint presentation is available [here](#).

## Strategic Doing: Maximizing Greene County's Assets

March 13, 2009 [Green County \(Indiana\) Daily World](#)

There are many individuals, agencies and groups of people in Greene County who are working hard on a project that will benefit Greene County residents. These projects range in scope and impact, and run the gamut from individual donations to a particular cause to larger endeavors like planning a festival. Every one of these activities has a positive impact on our community.

Wouldn't it be wonderful, though, if all of the various activities could be identified and their progress communicated to each of the other active partners? Then we could work more harmoniously, not duplicating any effort, and become more targeted and efficient.

Well, someone thought about that and came up with a solution. [Ed Morrison](#) is a member of the staff of the Center for Regional

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- **Building an Entrepreneurship Super-Region**
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- **Weaving Supportive Civic Networks**

To learn more Contact:

Peggy Hosea

**IndianaWIRED** office (765-236-0955) or visit the Web site: [www.indiana-wired.net](http://www.indiana-wired.net)

*"This product was funded by a grant awarded under the Workforce Innovation in Regional Economic Development (WIRED) Initiative as implemented by the U.S. Department of Labor's Employment & Training Administration. The information contained in this product was created by a grantee organization and does not necessarily reflect the official position of the U.S."*

Development at Purdue University and Economic Policy Advisor for the [WIRED initiative](#) in north-central Indiana. Ed has developed a new model for economic development: Open Source Economic Development. The model promotes the development of open innovation systems ("clusters") to accelerate regional development.

Ed visited Greene County this week to introduce GCEDC staff and other community partners involved in the [HomeTown Competitiveness](#) core team to the Open Source concept and to demonstrate its ability to go beyond strategic planning and to stimulate strategic "doing" (also known as strategic action.)

\* What could we do together? In Ed Morrison's white paper, [Strategic Doing: The Art & Practice of Strategic Action in Open Networks](#), he states, "As we move into the world of networks, we need to find new ways of thinking together ... Networks are different. In a world of open networks, strategy becomes the art of guiding purposeful conversations. Effective strategy translates ideas into action quickly, so we can learn what works."

"Strategic doing is a set of principles, practices and disciplines for implementing strategy in a network ... It guides strategy across organizational and political boundaries with a discipline to build collaborations quickly. Strategic doing answers four questions:

- \* What could we do together?
- \* What should we do together?
- \* What will we do together?
- \* How will we learn together?

Sounds simple, yet, it is not easy ... it takes practice. Once we learn the discipline of strategic doing ... we can move ideas into action quickly."

Strategic doing is also a skill that we can teach to others, once we have learned it ourselves. So, strategic doing is low cost and scalable (and flexible). It can become a convenient framework for igniting and managing creative collaborations. ... It becomes how we get stuff done when we venture outside the four walls of our own organizations."

It starts with agreeing "to behave toward each other in ways that build

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trust and mutual respect."

Ed shared the analogy of a person sitting on the beach planning how to navigate across the water to a buoy. That individual can spend a great deal of time planning their course from the beach to the buoy. The problem is that, by the time they have developed their plan and no matter how well thought out it is, it will be defunct. By that time, the conditions, such as the wind, waves, currents and other impacting factors, have changed. Strategic Doing is getting in the boat and starting to paddle, looking up periodically to assess the status and redirect the bearings to ensure that you get to the buoy, because it's all about getting to the target.

Well, having experienced the training in action and the results it produced, the Greene County "trainees" were sold. We decided to try this different approach, so we can learn to deal with complex issues with simple (not simplistic) solutions. As we get comfortable using this method, then we hope to share it with other community partners.

The issues Greene County has to deal with are no less complex than the issues a major city has to deal with. Things like increasing unemployment, poverty, affordable housing, transportation, decreasing revenues, etc. It's just that we have far less resources, so it becomes crucial that we maximize what we have, especially our time, energy and efforts. The Open Source method allows us to "bite off only what we can chew" at any given point in time, and to work together to make significant impacts quickly. I'll share more once we've practiced a bit.

Joan is the executive director at [Greene County Economic Development Corporation](#) and can be reached at (812) 847-4500 or by [email](#).

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**Web 2.0 is here**

***Read about how one community*** impacted by the Red River flooding used Web 2.0 technology to build and direct their volunteer base. See the article about Fargo [here](#).

***The government recognizes the need to communicate quickly and effectively*** with citizens and to receive real-time feedback as well. Read what plans are being made for using Web 2.0 tools to achieve those goals. [Coming soon to Government ~ Social Media Sites](#)

This is a test NCI WIRED newsletter that we are sending out ourselves. We wanted to send it to only a few of you that would give us feedback on how you received the NCI WIRED Newsletter and if there is anything strange that popped up that we should know about before we send a real one!!!!

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Our mailing address is:  
NCI WIRED  
700 East Firmin Ave.  
Suite 218  
Kokomo, IN 46902

Our telephone:  
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