

## 4: Getting Strategic about Doing with Guest Ed Morrison

Guest Ed Morrison applies the approach of “Strategic Doing” to workforce and economic development. Applying this newer model of strategic planning opens the door to solve complex challenges through productive collaboration.

Founder of the Agile Strategy Lab at Purdue University, Ed developed a new discipline called Strategic Doing to shift from old strategy approaches that were designed for hierarchies and don’t work well in modern-day networks. To develop a strategy under this new approach, two questions must be answered: Where are we going? How will we get there?

Using Strategic Frameworks helps practitioners in workforce development take their domain knowledge further. It provides a framework for networks to make collaboration a powerful, effective process, and it shifts the conversation from answering to stakeholders to creating a network of shareholders.

Ed answers the tough questions like: For organizations who are accountable to multiple organizations and both internal and external stakeholders, how might we gain both clarity and consensus through the Strategic Doing process? Can Strategic Doing make our interactions more efficient? What research is available to demonstrate the benefits of the Strategic Doing model?

**“An effective strategy has to give us clear and concise answers of where are we going and how will we get there.”**  
-Ed Morrison

Listen to Episode 4 for a new approach to complex collaboration. Learn how to build networks of people who want to work together.

## Join the Conversation

Agile Strategy Lab: [@agilelabpurdue](#)  
Ed Morrison: [@EdMorrison](#)  
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## Resources

[Strategic Doing](#)

[Agile Strategy Lab at Purdue University](#)

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## About Ed Morrison

Ed Morrison, J.D., M.B.A., directs the Agile Strategy Lab at Purdue University. He pioneered the development of a new approach to strategy and complex collaboration in open, loosely connected networks. Prior to joining Purdue, he conducted strategy projects throughout the U.S. and China. His work won the first Arthur D. Little Award presented by the American Economic Development Council. Ed started his professional career in Washington, DC, where he served as a legislative assistant on Capitol Hill, staff attorney in the Federal Trade Commission, and staff counsel in the US Senate. He has served several terms on the board of directors of the University Economic Development Association.