

Strategic Doing and Overview

Strategic Doing is a step by step process to move a business idea through to implementation. It is suitable for entrepreneurs, organizations and communities. The process starts by identifying potential opportunities and then prioritizing them into the top five to be investigated. Then specific action steps are developed so that they can be accomplished in 30, 60 and 90 day intervals. Each step within the process finishes with a Go/NoGo point. If a single step cannot be accomplished then the opportunity at that point is at a standstill or potentially not possible. For example, if one of the 30 day steps is to secure a meeting and agreement with SaskPower regarding the ownership of flyash from the coal mine, but they cannot meet for 6 months. Then that is a “No Go” any further until that crucial step has been completed. In this manner, the organization, community or individual is not spinning their wheels trying to make an opportunity come to life, when a crucial and deciding step has not been accomplished. They would then focus on a different priority and attempt to move it forward. If in 6 months SaskPower say yes, then the project is GO and back on the table and the next steps are taken. If they say no, then the project is dead.