Innovation using Strategic Doing

Building a Digital Technology Hub
Shoals FutureTech Core Team

March 2016
Workshop attended by over 50 people
Focused on Digital Technology Hub and a team from Corinth, MS

Oct 20-21, 2014
200+ involved over 2 day event
University of North Alabama
Florence, AL
www.una.edu/strategicdoing
Pathfinder Project Status- February 2016

Brainpower
- Big Idea Competition
  - March 10
- Tech Meetup
  - 2nd Thursday monthly

Innovation
- Student Coding
  - 2016 recruiting
- Biz Buzz
  - 1st Wed monthly

Quality Connected Place
- Broadband Capability
  - 3rd party broadband franchise agreements with 4 Mayors

New Narratives
- Visually Express the Shoals
  - Shoalsshift.com launched

Building a Digital Technology Cluster

Capacity for the future comes from actions we take today!
ShoalsShift.com - the new narrative

Innovation lives here.

An open and collaborative community shifting the future of the Shoals through creativity & entrepreneurship.
3 Minute Business Pitch Contest

Do you have a business idea? Bring it to the IDEA AUDITION

You could win $5,000 on November 18th!

NEW SOLUTION
PartCycle Generates Sales, Not Leads

2014- 32 pitches- 1 winner!
2015- 30 pitches – 3 winners
November 17, 2016
Feb 27- Mar 1, 2015
- 35 students
- 25 mentors
- 5 panelists
- over 3 days formed and advised
- 6 startups
- April 8-10, 2016
Innovation Pathfinder Project

- Over 150 students served
- Black Rocket served 20,000 students last year
- Scholarships available
- Taught by UNA faculty
- Building the digital economy pipeline
- Offered 2016 UNA Summer Camps
Held Monthly on the 2nd Thursday
Over 50 participants each session
Meets every First Wednesday at 9:00
A fast hour of learning and exchanging ideas
Over 25 participants each week
Opened Oct 17, 2015
For all UNA students
A place and support to start your business!
28 Students accepted
CO.STARTERS is a nine-week program that equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn business ideas into action and turn a passion into a sustainable and thriving business.

Mentor training Jan 18-19, 2016
First cohort of startups/entrepreneurs early April.
Mane Capital Fund LLC

- Creating local Angel Investment Fund
- Aligning with national organization
- Funded at $1M
- Focus is North Alabama companies
- Initial work funded by ARC
- Launched in Sept 2015
- Accepting submission for review-
  - https://angelcapitalgroup.venture360.co/apply
Strategic Doing Certification Course
University of North Alabama
April 21–23, 2015
Florence, AL

Take part in three days of engaged learning and join an active, national network of Strategic Doing practitioners.

This course will help you design and implement agile strategies using Strategic Doing—an adaptable process that uses lean principles to rapidly build complex collaborations and leverage them to move toward measurable outcomes.

Expand your ability to lead collaborations:
- explain this new approach to strategy
- discover what works and expand upon it
- design and lead Strategic Doing workshops
- create and guide sophisticated collaborations
- find new opportunities and quickly take action
- lead strategies without “command and control”

You can take this course as standalone endeavor or as a stepping stone toward certification. Certification in Strategic Doing involves classroom instruction as well as field work with coaching from Strategic Doing faculty.

Register today!
www.una.edu/business/sponsored-events

The cost for the two options is:
- Practitioner Training + Certification: $1575
- Practitioner Training: $1275

For more information, contact:
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Expanding the capability of the region with training and certification

13 people trained and in process of certification

10 enrolled for Feb 24-26 training
Hosting the first gathering of Strategic Doing Practitioners

Learning skills and exchanging successful strategies

Strategic Doing Practitioner's Conference
University of North Alabama
May 3, 4 and 5, 2016 - Florence AL

Link for Registration
Link for Hotel Reservation/Travel information

Take part in three days of engaged learning and share best practices with an active, national network of Strategic Doing practitioners.

At this gathering you will:
- Expand your ability to lead complex collaborations;
- Connect with others who are effectively using Strategic Doing in the field;
- Learn about the growing demand in a wide range of applications;
- Take away new insight, connections, tools and resources.

For more information, contact:
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Purdue University Agile Strategy Team -
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The cost for this conference is $375.
(This includes dinner Wednesday night, breakfast and lunch Thursday and Friday.)
Mississippi State Stennis Institute
Small Cities Workshop
Feb 4, 2016
UNA MBA Concentration
Innovative Economic Development

Offered Fall 2016 Online MBA
Partnered with University of Purdue:
- 21st Century Economic Development (1 credit)
- Regional Innovation Ecosystems (3 credits)
- Collaborative Leadership (3 credits)
- Economic Development & Innovation Strategy (3 credits)
- Economic Development & Innovation Policy (3 credits)
- Capstone Project (2 credits)

Targeting state, regional and local economic development organizations
Institute for Innovation and Entrepreneurship

- Economic Development
- Consulting Services
- Incubator
- Strategic Doing

Jan 2016 Approved by UNA
Innovating using Strategic Doing

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August 2015