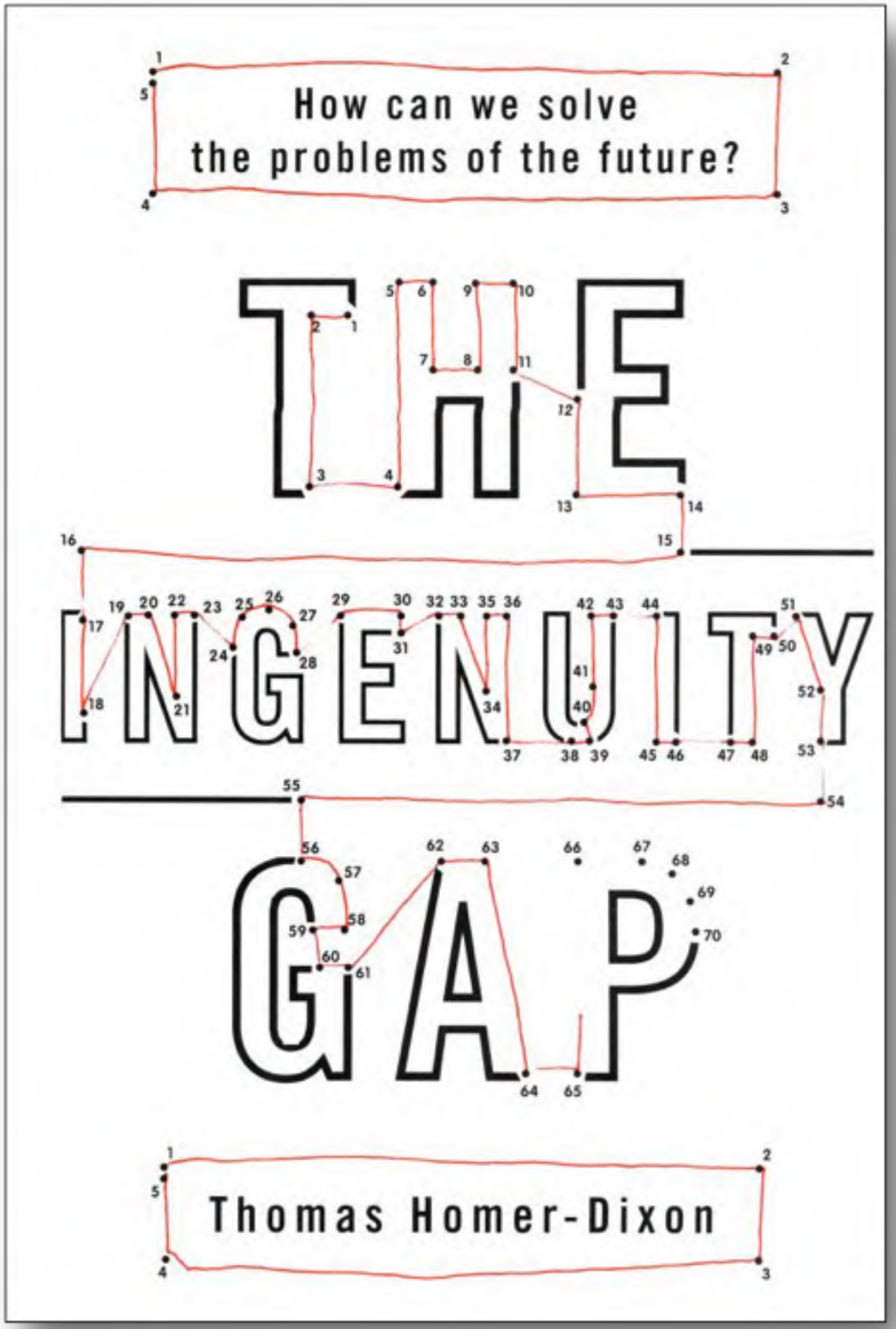
Horizontal Innovation: A New Approach to Generating Ingenuity

AGILE STRATEGY LAB

PURDUE







Can we generate enough ingenuity?



Our story starts in an Oklahoma City parking garage in 1993

What do you do when oil prices collapse?



Tomorrow’s engineers

How do we keep them engaged?

When academic innovation means moving…



…from this…



…to this.



We all want our kids to be safe



But what if we fail?

GOD
HELP US
SAVE
FLINT



Bob Brown

MICHIGAN STATE UNIVERSITY



Kenyetta Dotson

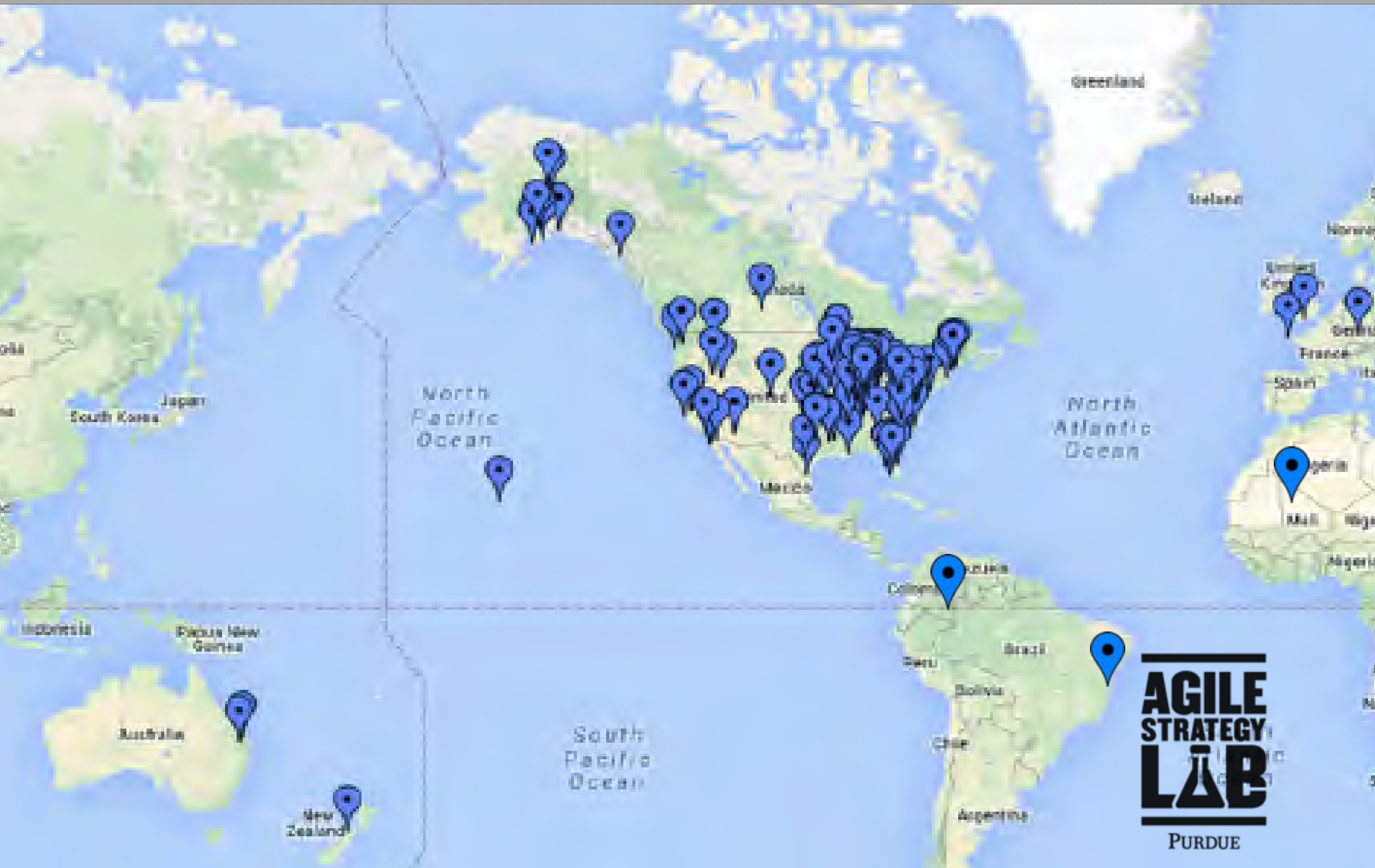
WOW OUTREACH

Community ACTION

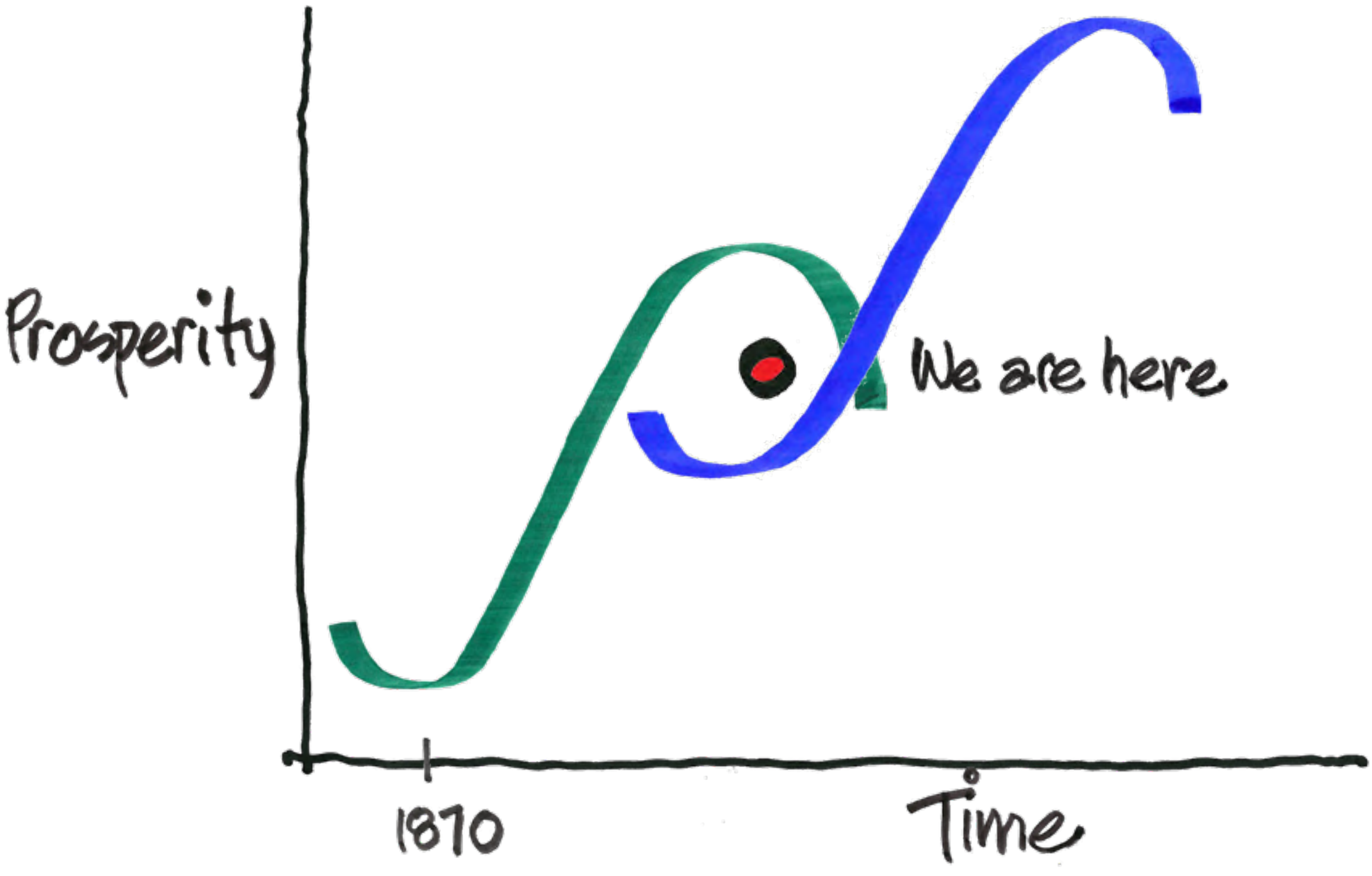
All of these challenges are complex messes



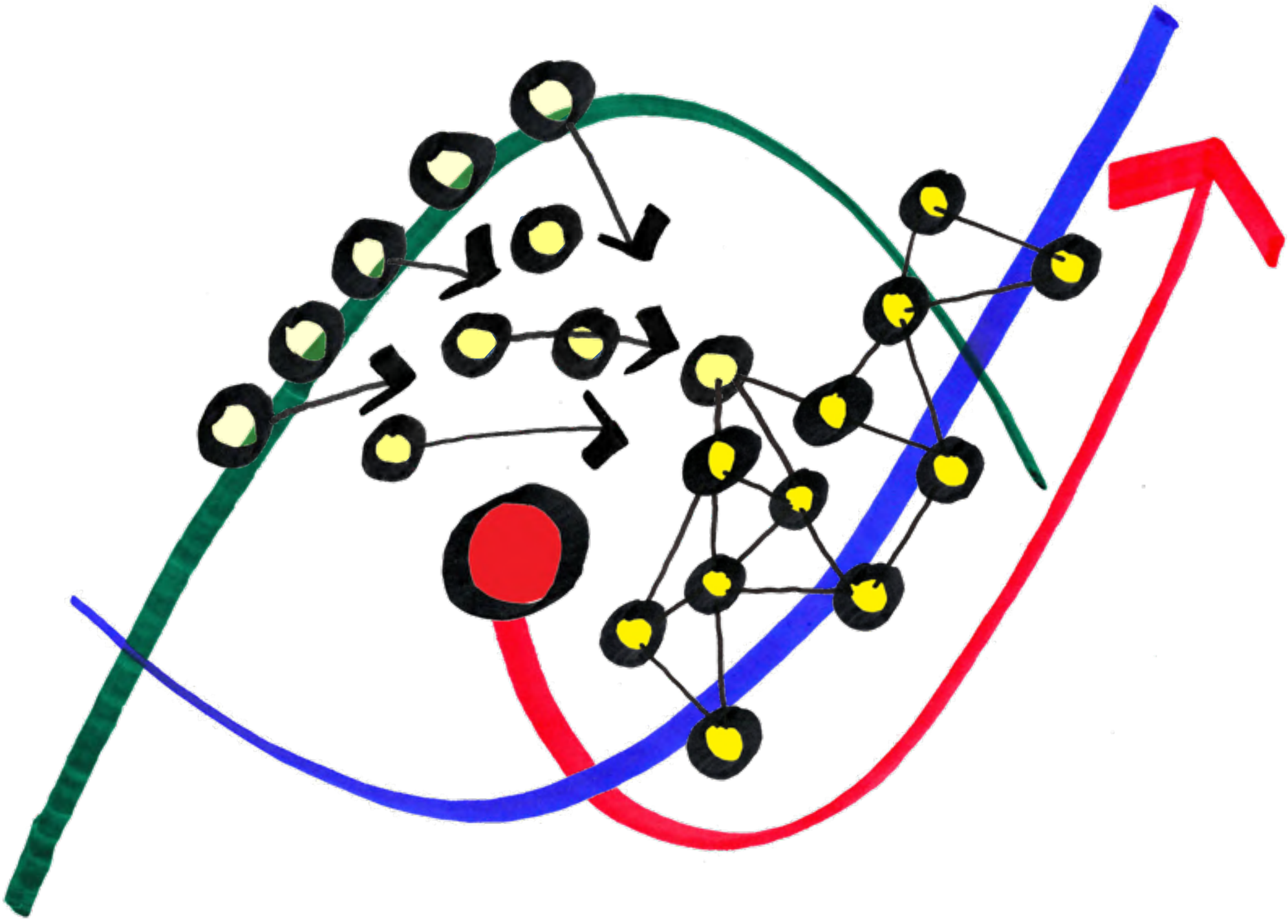
Who has called us…Where we've been



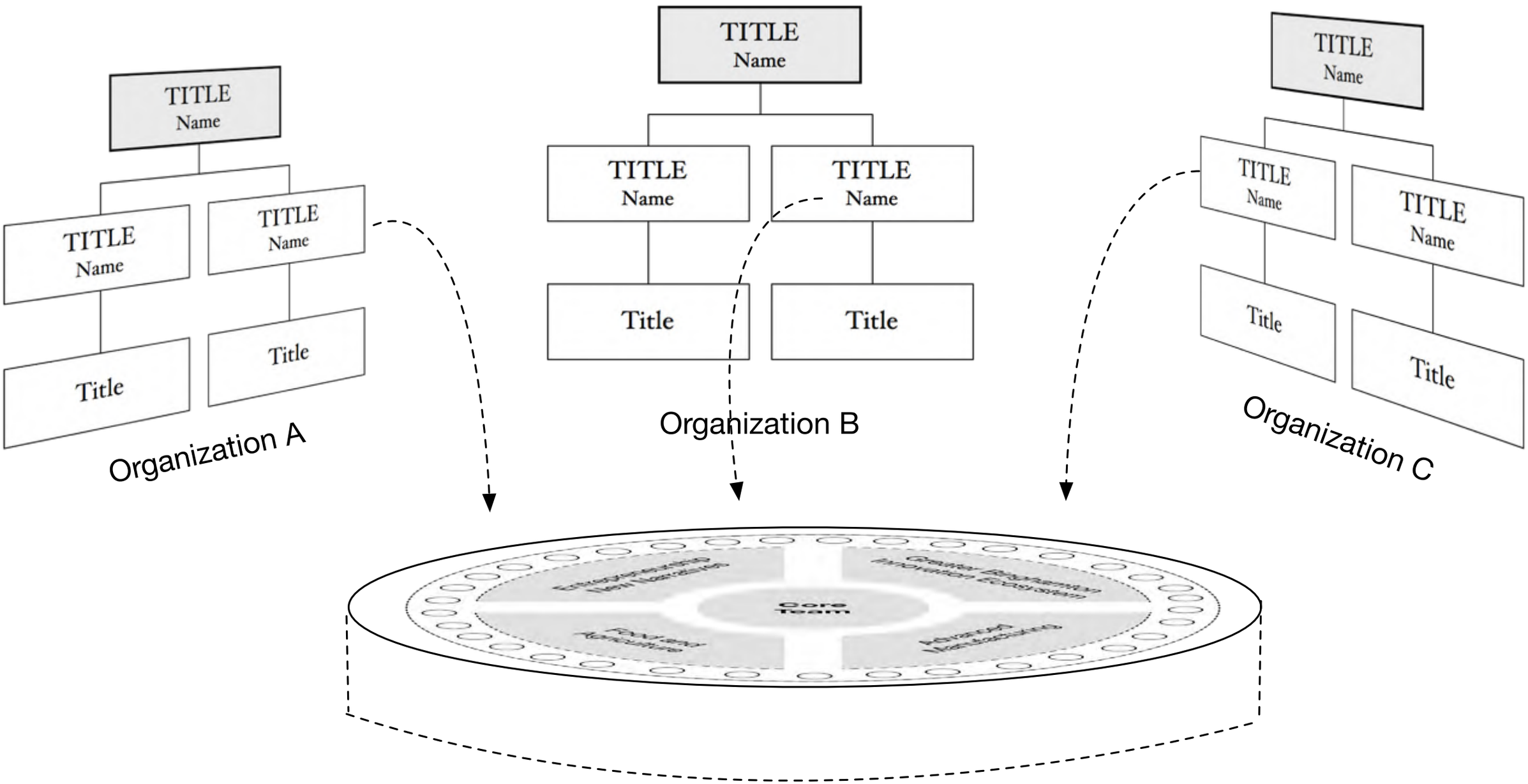
We are sitting in the midst of a really big transition…



Collaborations move us to new opportunities



We accelerate ingenuity by embracing horizontal innovation





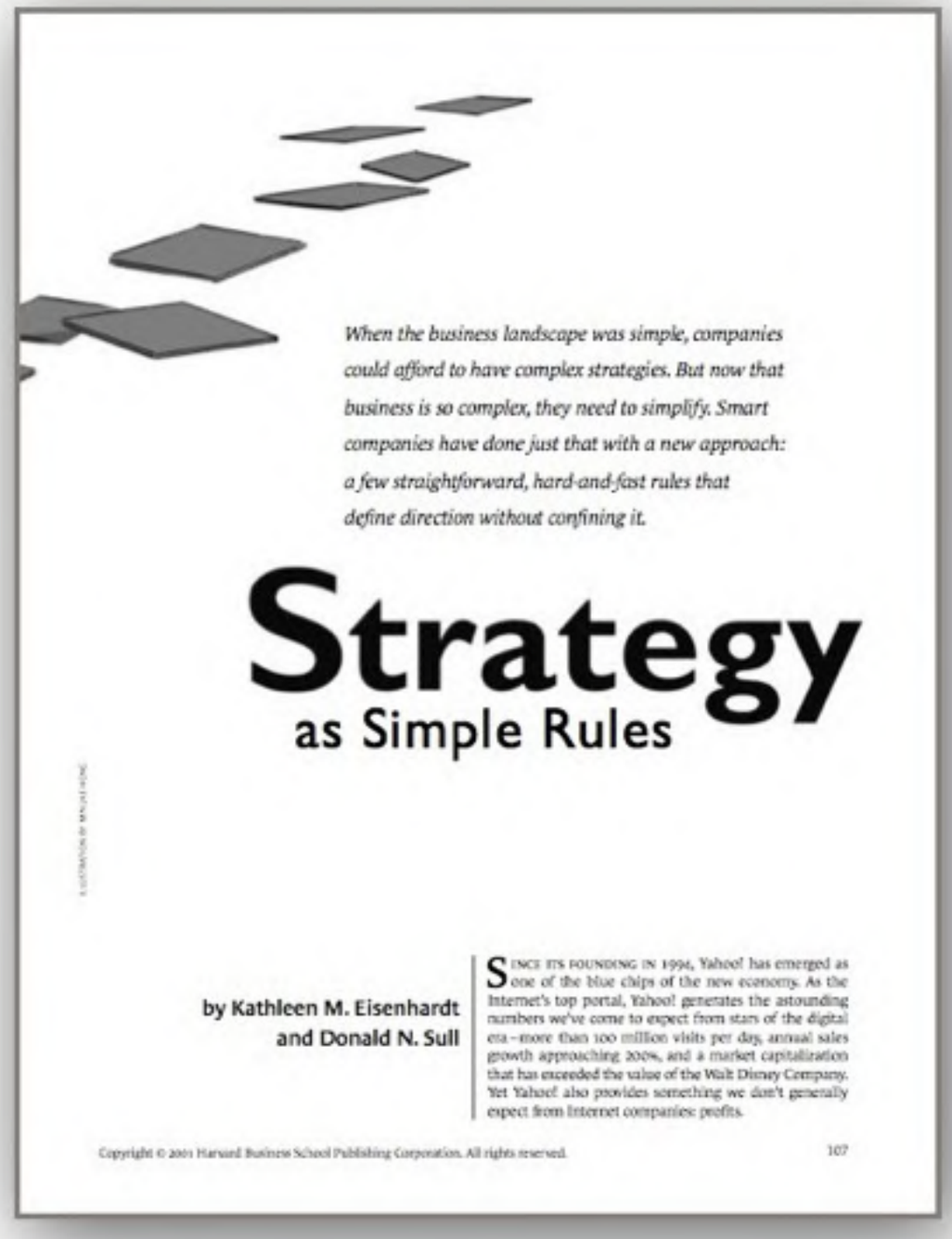
Strategic Doing™

Do More Together.

The 4 Questions of Strategic Doing

Strategic Doing™





When the business landscape was simple, companies could afford to have complex strategies. But now that business is so complex, they need to simplify. Smart companies have done just that with a new approach: a few straightforward, hard-and-fast rules that define direction without confining it.

Strategy
as Simple Rules

by Kathleen M. Eisenhardt
and Donald N. Sull

SINCE ITS FOUNDING IN 1994, Yahoo! has emerged as one of the blue chips of the new economy. As the Internet's top portal, Yahoo! generates the astounding numbers we've come to expect from stars of the digital era—more than 100 million visits per day, annual sales growth approaching 200%, and a market capitalization that has exceeded the value of the Walt Disney Company. Yet Yahoo! also provides something we don't generally expect from Internet companies: profits.

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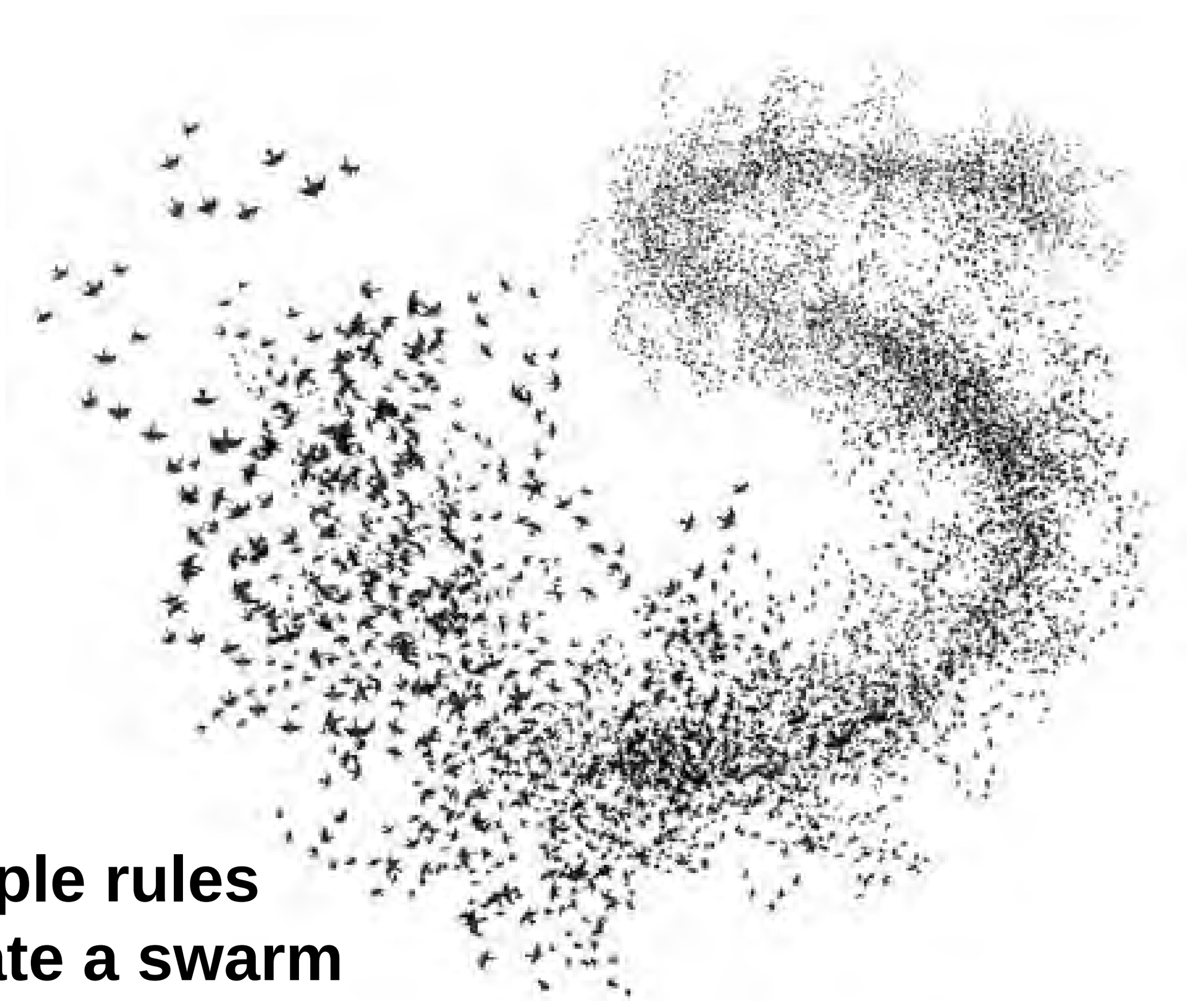
For complex collaborations, strategy is a matter of following simple rules

Harvard Business Review

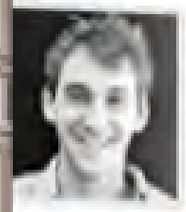


Simple rules create a swarm

the Atlantic

SATURDAY, NOVEMBER 20, 2010

SEARCH OUR SITE



DEREK THOMPSON - Derek Thompson is a staff editor at TheAtlantic.com, where he writes about economics, business, and technology. Derek has also written for *BusinessWeek*, *Slate* and *The Daily Beast*.

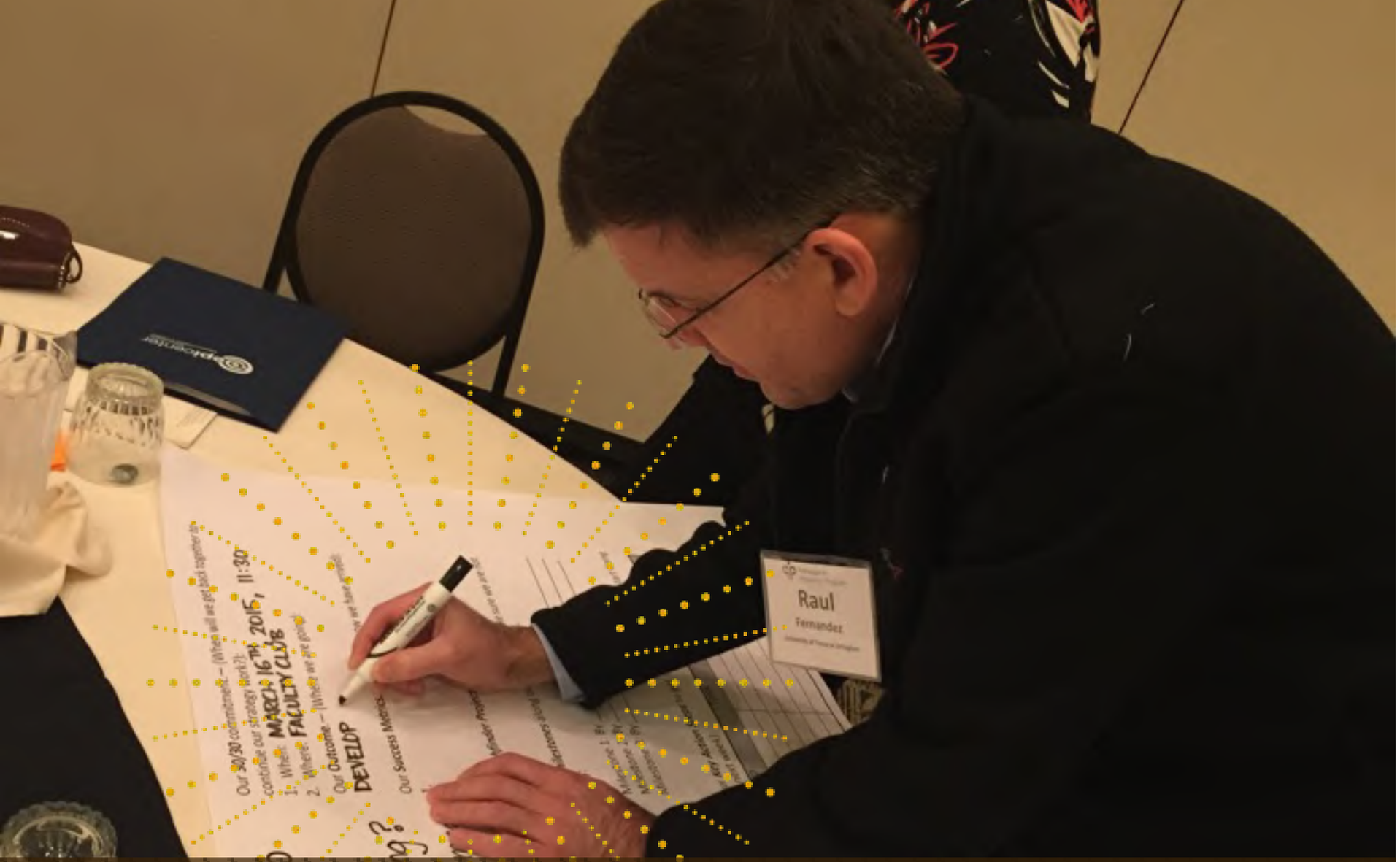
BIO | ALL POSTS

Why Oklahoma City Could Represent the Future of America

SEP 13 2010, 5:20 PM ET | 34

590 people

The last time the United States suffered a recession this deep and painful, it was the Great Depression. That was the era of the Dust Bowl, the California pilgrimages out of Oklahoma that John Steinbeck etched into America's memory with *The Grapes of Wrath*. Eighty years later, California's housing market has run dry and Oklahoma is building river parks. As families gravitate back to the heartland, with its cheap homes and lower unemployment, the migration patterns of the Great Depression have turned backward. "It's the Wrath of Grapes," says Oklahoma City Mayor Mick Cornett.



50 UNIVERSITIES TRANSFORMING ENGINEERING EDUCATION

PURDUE UNIVERSITY

VENTUREWELL idea to impact

Stanford

epicenter National Center for Engineering Pathways to Innovation

NSF

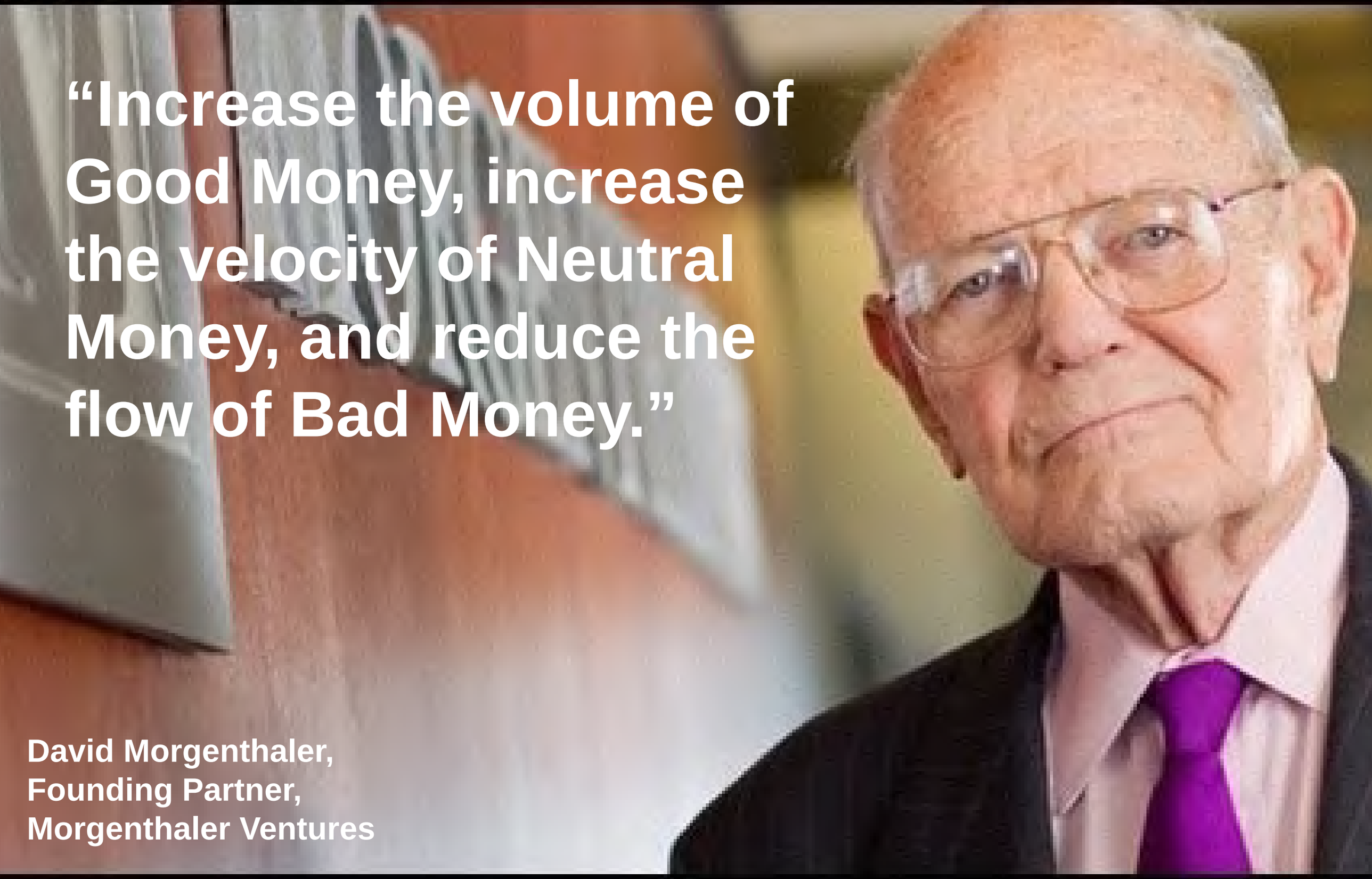


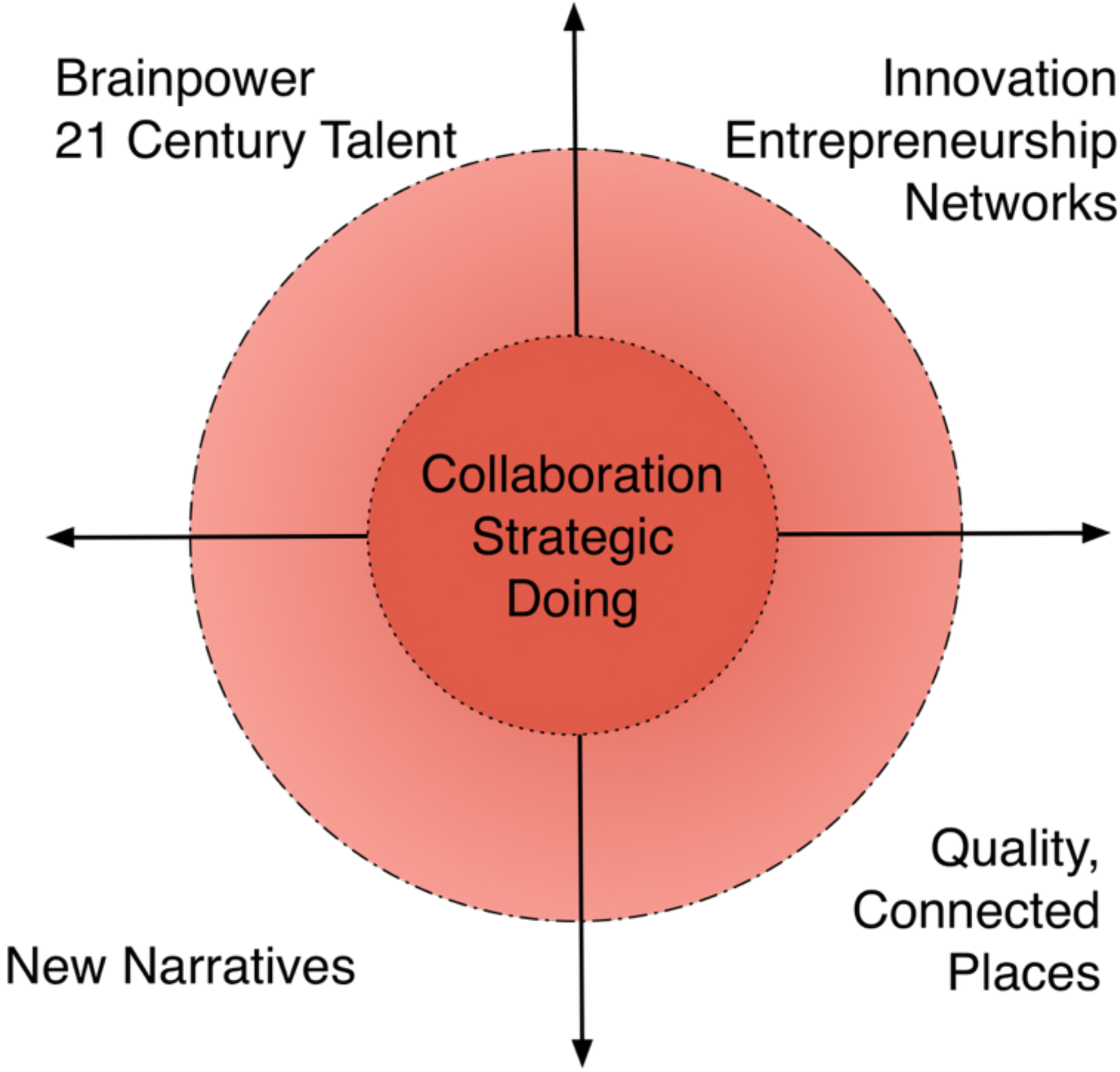


MICHIGAN STATE UNIVERSITY

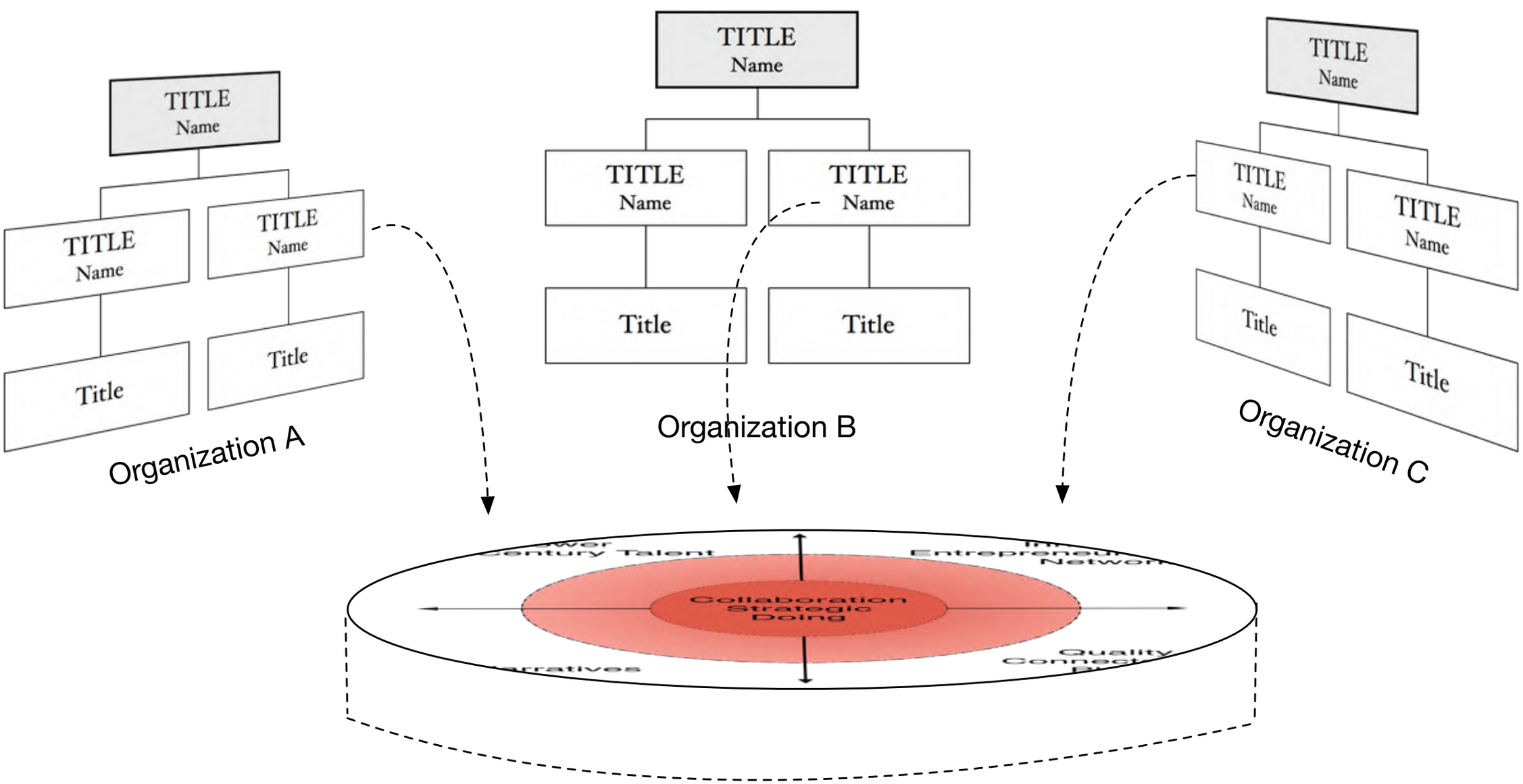
"In neighborhoods besieged by complex, wicked problems, Strategic Doing creates hope through the power of taking action with the assets or gifts that we already possess."




“Increase the volume of Good Money, increase the velocity of Neutral Money, and reduce the flow of Bad Money.”
David Morgenthaler,
Founding Partner,
Morgenthaler Ventures


Brainpower
21 Century Talent
Innovation
Entrepreneurship
Networks
Collaboration
Strategic
Doing
New Narratives
Quality,
Connected
Places

Horizontal innovation — with Strategic Doing — can transform economies



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1830

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NIU
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NJIT
New Jersey Institute of Technology

University of Northern Iowa

How will you shape your future?

Municipalities
Newfoundland and Labrador



Municipalities
Newfoundland and Labrador

What will municipal government look like in 2030?