Transforming meeting culture to *doing* culture
Linking and leveraging assets to create a career success ecosystem / Darshini Render

**PROJECT DESCRIPTION**

*The goal of transforming meeting culture to doing culture is to link and leverage assets to create a career success ecosystem. In the process of doing the core leaders:*

- Examine the types of career success support systems exist in the Big 10+ Engineering schools
- Study the gaps between the central career success unit (CCO) and the college/ schools of engineering
- Design pathfinder projects with shared leadership to address a framing question— What would it look like if Purdue engineering had the most innovative nationally and internationally recognized career success support system?*

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**METHODOLOGY**

Guiding the Conversation

The 10 Rules of Strategic Doing

- Create and maintain a safe space for deep, focused conversations.
- Frame a conversation around an appreciative question.
- Uncover hidden assets that people are willing to share.
- Link and leverage your assets to create new opportunities.
- Rank all your opportunities to find your “Big Easy”.
- Convert your Big Easy into an outcome with measurable characteristics.
- Define at least one Pathfinder Project with guideposts.
- Draft a short-term section plan with everyone taking a small step.
- Set a 30/30 meeting to review progress.
- Nudge, connect, and promote relentlessly to build your new habits of collaboration.

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**PROJECT ACTIONS STRATEGIC DOING ACTION PLAN 1.0**

**Divergent and Convergent Thinking:**

30/30 commitment drives learning

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**LESIONS & FUTURE STEPS**

**LESSONS: COLLABORATIVE BEHAVIOR**

1. Growing trust with new networks takes time.
2. 60-90 day guideposts help participants test key assumptions (endpoint for a “go” or “no go”)
   i.e. post 90 day group learned that Career Guide is not the big easy any more!
3. Focus communication increased user profile interconnection.

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**FUTURE STEPS: STRATEGIC DOING 2.0**

1. Address user profile needs: CCO/ENGR Focus Discussions (ongoing).
2. Design Pathfinders.
3. Experiment, adapt and relentlessly create a culture of doing.
4. Engage with ENGR CORE leaders to address the gaps.

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**PATHFINDER GUIDEPOSTS BY WHEN**

**Customizable Career Guide**

- Sample Works/Processes to Inspire
  - **AUG 6th** (30–day @ 3:00 PM)
- Defining Framework & Populating Resources and Criteria
  - **SEP 4th** (60–day @ 3:30 PM)
- Iterating Structure and Crafting Research related Sample, with School–Specific Content for Categories
  - **OCT 9th** (90–day @ 3:30 PM)
- Refining Prototype
  - **OCT 11th**
- Demoing and Further Refining
  - **OCT 17th**
- Final Proposal/Feedback & Refining
  - **OCT 22nd**
- Associate Dean proposal
  - **OCT 29th**

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**PATHFINDER GUIDEPOSTS BY WHEN**

**Gap Analysis**

- Call $→$ CCO
  - **OCT 6th** (1st week @ 11:00 AM)
- Study the gaps between the central career success unit (CCO) and the college/ schools of engineering
  - **OCT 16th**
- Design pathfinder projects with shared leadership to address a framing question— What would it look like if Purdue engineering had the most innovative nationally and internationally recognized career success support system?
  - **OCT 29th**

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