

## **Open Source Economic Development**

Presenter: Ed Morrison, economic policy advisor

Purdue Center for Regional Development and founder of I-Open

Maybe we have too many casual efforts that follow too broad a path to less-than-optimum outcomes?

Our economic transformation requires new approaches to strategy. Try following this chain:

First, own the story and open up the conversations you convene. Don't stop there. Our conversations should be better managed because collaboration is the ability to think together. Next, thinking together isn't easy and requires working on our listening skills. How much do we listen to another person only with the thought of what we want to say next?

Thinking together is open innovation. Strategic Doing guides open innovation.

Strategic Doing means:

Listen and explore – what could we do together?

Learn and adjust – how will we learn together?

Focus and align – what should we do together?

Link and leverage – what will we do together?