

# Instructions

## **Step 1) Your framing question**

To begin this exercise, create a framing question that is broad enough to inspire many possibilities, but specific enough that you can generate concrete ideas. You can choose to simply work with the framing question provided on Slide 3, or generate one that is more tailored to the needs of your clients.

## **Step 2) Mapping readily available assets**

Next, identify existing, readily-available assets (these are assets that you are certain can be accessed and deployed for the partnership. Don't include anything that requires going through a permission chain or is hoped-for (like funding) but not available. Do this on Slide 4 by deleting the boxes and filling in the assets on the table. Note that the different colors refer to different types of assets (See examples on Slide 5.)

## **Step 3) Creating strategic opportunities from existing assets**

Now, look over the existing assets you've identified and think of ways you might combine 3 – 6 of these assets (drawing upon assets from both the MEP and the University) to create a strategic opportunity. Record this opportunity on Slide 6. Re-color the "stickies" to match the assets you've identified by type (network, skill/knowledge, physical, capital). Create a short title and description and complete the table at the bottom of Slide 6. Refer to examples on Slide 7.

# Instructions (cont'd)

## **Step 4) Creating stretch opportunities that require additional assets**

If you would like to create an additional strategic opportunity, but one that requires additional assets (which means you won't be able to get this opportunity underway immediately), use Slide 8 to do that.

## **Step 5) Developing an action plan**

Now, create a short-term action plan for your strategic opportunity. The first column lists the names of everyone who can participate in advancing the opportunity. Identify milestones for each 30 day period. Assign actions to each person that can be done within a couple of hours each 30 day period. Use the Questions and Results column to record information that needs to be chased down, and key learnings related to each action. Refer to examples on Slide 10.

Use Slide 11 to create a short-term action plan for your stretch opportunity, if you wish.

## Framing Question

How might we increase the competitiveness of manufacturers in our region by helping them adopt new technologies?

## MEP Assets

**Network Assets:** Delete this box and fill in 5 – 10 network/ connection/ social assets of the MEP.

**Skill/Knowledge Assets:** Delete this box and fill in 5 – 10 skill or knowledge area assets of the MEP.

**Physical:** Delete this box and fill in 5 – 10 physical assets of the MEP.

**Capital:** Delete this box and fill in as many funding or capital assets of the MEP as possible.

## University Assets

**Network Assets:** Delete this box and fill in 5 – 10 network/ connection/ social assets of the University.

**Skill/Knowledge Assets:** Delete this box and fill in 5 – 10 skill or knowledge area assets of the University.

**Physical:** Delete this box and fill in 5 – 10 physical assets of the University.

**Capital:** Delete this box and fill in as many funding or capital assets of the University as possible.



## Strategic Opportunity #1

**MEP Network Asset**

**MEP Skill/Knowledge Asset**

**MEP Physical Asset**

**University Capital Asset**

**University Network Asset**

**University Skill or Knowledge asset**

Use the “stickies” above to identify 3 — 6 assets across the MEP and University (at least one or two from each) that can be combined to create a strategic opportunity. Change the colors of the stickies to indicate the kind of asset (network, skill/knowledge, physical, capital).

**Strategic Opportunity:** [enter a short title and 10-word description of the opportunity]

**How we know this is feasible to do now**

**What will be the short-term outcomes?**

**What will be the long-term impacts?**

## Strategic Opportunity #1

**MEP:**  
local  
manufacturing  
company  
leaders

**MEP:**  
Conference  
planning,  
production

**MEP:**  
Conference  
center

**University:**  
Outreach  
budget for NSF  
grant.

**University:**  
Regional  
economic  
development  
council.

Use the “stickies” above to identify 3 — 6 assets across the MEP and University (at least one or two from each) that can be combined to create a strategic opportunity. Change the colors of the stickies to indicate the kind of asset (network, skill/knowledge, physical, capital).

**Strategic Opportunity:** Industry 4.0 and Economic Development Summit—gathering economic development and manufacturing leaders to explore new opportunities for advancing regional economic development through advanced mfg

**How we know this is feasible to do now**

We have the facilities and enough funds for a limited budget event.

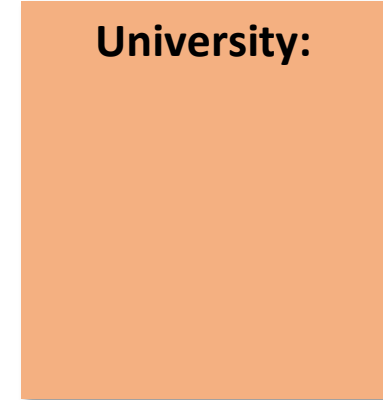
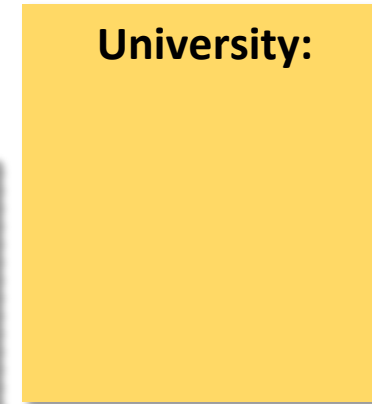
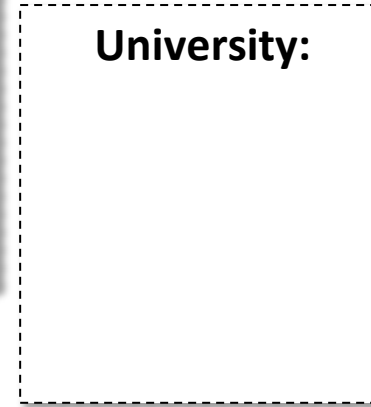
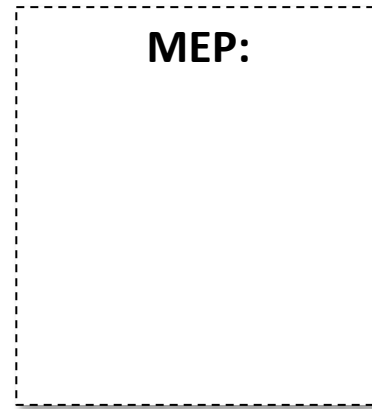
**What will be the short-term outcomes?**

Networking, connections, ideas.

**What will be the long-term impacts?**

Roadmaps for diffusing industry 4.0 across SMMs in the region.

## Stretch Opportunity #2



Use the “stickies” above to identify 3 — 6 assets across the MEP and University (at least one or two from each) that can be combined to create a strategic opportunity, and re-color them to indicate what kind of asset each is. **Use white stickies with dotted outline to indicate assets that are not readily at-hand.** No more than one-third of the assets listed should be on white stickies.

**Strategic Opportunity:** [enter a short title and 10-word description of the opportunity]

**When we think this opportunity might be feasible**

**What will be the short-term outcomes?**

**What will be the long-term impacts?**

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Person	Month 1 Milestone	Month 1 Actions	Questions & Results	Month 2 Milestone	Month 2 Actions	Questions & Results	Month 3 Milestone	Month 3 Actions	Questions & Results
Bill	Summit date set; partners identified.	Find out dates that the conference facility is available.	Costs?		Discovery interviews.	What do leaders want to learn and get out of Summit?			
Susan		Find out what conference planning team needs.	How much time can team commit?		Discovery interviews.	What do leaders want to learn and get out of Summit?			
Rob		Generate a list of company leaders with whom to conduct discovery interviews.	Which companies are closest to implementing industry 4.0 technologies?		Discovery interviews.	What do leaders want to learn and get out of Summit?			
Lisa		Draft a budget.	Are there available funds other than NSF grant outreach \$?		Discovery interviews.	What do leaders want to learn and get out of Summit?			

