We went slow, so now we can go fast.

~ Rachel Bolton

GCO High Level Strategic Themes : https://genuinecontact.net/gco-working/
GCO Refresh Process: https://genuinecontact.net/spr2020/

Rachel

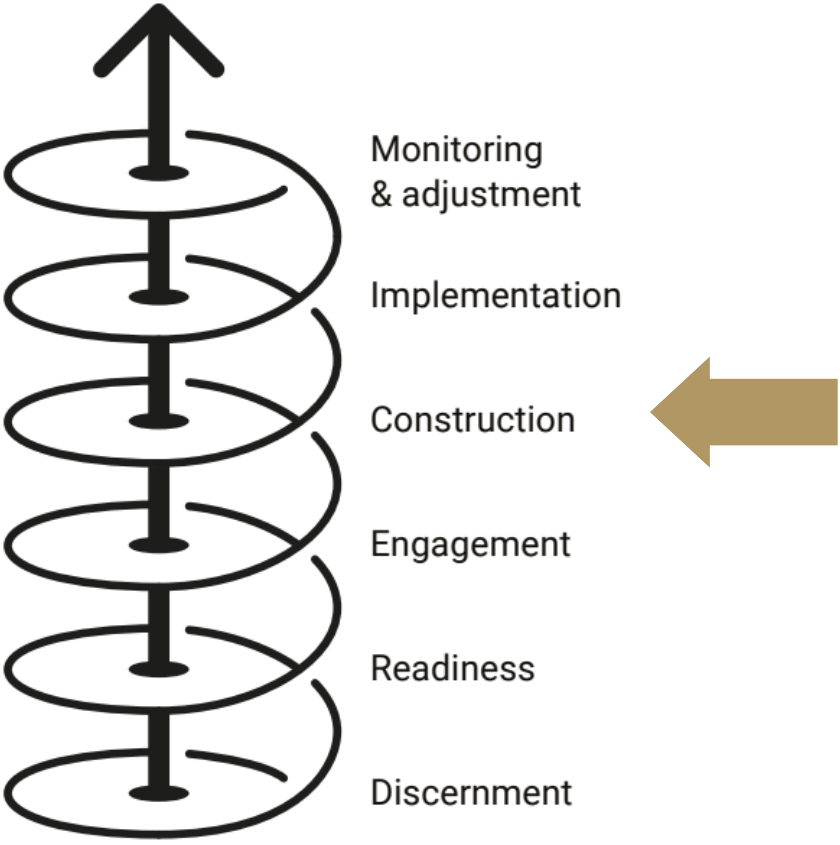
Vici

Andreas

Maryana

Anna

Caroline



Evolutionary Spiral

Open Questions

Is a whole system meeting the same as a whole person process facilitated meeting?

How to assess in a good way the true readiness and willingness for participatory (strategy) work in organizations

Have you applied for the inclusion of the whole system in larger organizations also information technology in the processing of building strategies, or do you consider to do so (eg. AI assisted tools)?

The concept of participation can be interpreted differently: from consultation, right to have a say, decision mandate, to full selforganization is a wide range of levels to participate,

But also how many are invited to participate mitgh differ significantly.

Does the GC approach somewhat define the concept of participation in some of the above mentioned aspects or differently?

Some differenciate in strategy work btw. establishing a new strategy or a renewal of an existing strategy.

Have you experienced the use of GC strategy work also for renewal work?

If so, anything in particular to consider compared to building a fresh one from an methodology point of view, or is it principally the same approach (assuming somehoe less efforts are needed to renew)?

Is this the mentioned online place of the Change Handbook: https://nexus4change.com/library

with the specific content here: https://app.mylibrary.world/know-bitz

Is it possible to wear 2 hats in a strategic planning process, the facilitator hat and as a contributor or even sponsor?

If yes, what to watch out for?

I'm curious to learn more about the alignment of responsibility, accountability and authority.

GCO as a Case Example

Case Example: Foundational Work of the GCO

Purpose

Working together to expand the capacity of the organization and its members to spread Genuine Contact in the world.

Leadership

Members of the Genuine Contact organization take leadership to bring in ideas and take action that contributes to the organization fulfilling its purpose.

We commit to lead together. In this spirit, we create space for work based on shared leadership in the International Genuine Contact Organization.

Leadership is underpinned by the 5 Beliefs of Genuine Contact, the Four Principles of Open Space Technology, and the Four Immutable Laws of Spirit by Dr. Angeles Arrien.

Self-selected members lead the International Genuine Contact Organization in specific roles:

- Leaders of Working Groups (project-based groups undertaking activities to fulfil the strategic plan)
- Co-Owners lead the stewardship of Genuine Contact
- Leadership Management Team (LMT) is responsible for the day-to-day leadership of the organization.
- Director facilitates, guides and leads the implementation of the Strategic Plan in cooperation with the LMT. The Director is the only hired leader within the organization.

Vision

The International Genuine Contact Organization is a place for ongoing learning and capacity development for all members - nurtured by us. This learning and development happens inside the organization and also as we each apply our learning in our own lives and work.

This contributes to members working with Genuine Contact for the benefit of the organizations and communities of which they are a part, through leadership, consulting, or participation.

Members are inspired to contribute back to the organization which creates an energy flow which nurtures the International Genuine Contact Organization in return.

Community

Primary Client: The primary client for the International Genuine Contact Organization is its members. This includes all membership levels - White, Orange, Green, Blue, Co-Owner, and Organizational.

Beneficiaries: By focusing its efforts on the Primary Client (the members), the GCO catalyzes benefits to these Multiple Stakeholders (Beneficiaries): The people and organizations who the members engage with including clients and customers, staff and team members, colleagues, communities, families, and others.

Provided courtesy of Genuine Contact
www.genuinecontact.net

Generate ideas of what could be useful to take the organization into its best future

Acquisition

Active outreach, specific offers for companies that are on a way to become "Verantwortungseigentum" (responsible ownership?)

Active outreach to CEOs, board members, etc.

Customization

Develop customized programs (GC for families, GC parenting, GC in clubs, GC for schools, ...)

Localization

Local community development

Kind of a franchise system country by country to locally promote GC

Translate material, offer trainings in different languages

Business Model

increase the # of beneficiaries by giving access to know-how by other means, than just membership

Spread the word

Partnerships with universities, GC modules for organizational development curriculums

Partnerships with institutes for professional trainings (e.g Haufe)

Increase awarenes the world for G through participation, key notes, etc. in New Work conferences, spaces, etc. (online and offline)

Invite press to report about GC (articles, documentaries, ...)

Dedicated work on social media like Linked-In

Market the know-how and wisdom in different manners (books, e-learnings,...)

Technolog Utilizatio

Utilize from technological developments to connect people

Giving back...

Dedicate a certain amount of the income to support people in need to gain access to the GC know-how

Increase $$$

Search for further funding opportunities from companies or official institutions

Continuous development process of GC

Use open space within the group of members to find further ideas

Gather practicioners for the purpose of collecting and sharing best practices (for their individual delvelopment, as well as the development of methods and tools)

Knowledge Development

Junior to Master Class GC

GC academy: Become a GC embassador for your organization (internal influencer)

Offer deep dives on specific know-how offers

Convert each theme to a high level strategy
Write it so it is clear, easy to understand and easy to communicate.

Increase the awareness for GC around the globe.

Expand the width and depth of knowledge offerings.

Expand the access to knowledge.

Continue to develop the capacity of the GCO and its members.

Reflection about what has been learned so far regarding people, process, and technology in developing high level strategies.

Limit the number of strategies (max 5, only mature organizations might be able to work on more in parallel)

The phrasing work is often the tricky one (different meaning of words to people)

Establish a minimum of common understanding of what is worked on

A simple, open question that is not related to abstract concepts like strategy.

"What can be useful to lead the organization to its best future?"

Primary Customer

Case Example: Identifying the Primary Client and Beneficiaries

In the 2012 strategic plan, the GCO identified its community of stakeholders as "all GC practitioners and their clients." It did not differentiate between the primary client and beneficiaries.

The foundational work of the organization was reviewed and updated in preparation for developing the strategic plan. The organization had undergone a transformational change to become a membership organization in the time between the 2012 plan and 2019/2020 when this foundational work was happening.

In this update, we determined that:

- Primary Client: The primary client for the International Genuine Contact Organization is its members. This includes all membership levels - White, Orange, Green, Blue, Co-Owner, and Organizational.
- Beneficiaries: By focusing its efforts on the Primary Client (the members), the GCO catalyzes benefits to these Multiple Stakeholders (Beneficiaries): The people and organizations who the members engage with including clients and customers, staff and team members, colleagues, communities, families, and others.
-

In this change, *GC Practitioners* were further refined to focus on those people who work the Genuine Contact Way and who also choose to be members of the organization. The organization would, therefore, focus the majority of its energy and action to serving its members. And it would serve them by providing opportunities to develop their skills in working with Genuine Contact.

If the GCO provides the right value to these primary clients, it believes that existing members will continue to be a part of the organization and new members will be attracted to join.

Clients was expanded to include the people and organizations who the members engage with including clients and customers, staff and team members, colleagues, communities, families, and others. This expansion requires the organization and its members to be aware of all of the people and organizations they can impact with the Genuine Contact Way of working and living.

As members (the primary clients) continue to develop skillfulness in working the Genuine Contact Way and talk openly about the method that they are using with the people they can reach (the beneficiaries), the GCO believes that the use of Genuine Contact will increase in the world.

Value that the customer wants from the organization

Grow

Individual development opportunities

experience the GC way of working

genuine contact

Belong

Home base of a job family with same/ similar tasks

being a part of a global community with shared values

support in the GC way of working (or living)

Synergies from joining forces

Having colleagues / partners for interesting / challenging work

know-how

Know

How-to do the tasks

increase in job opportunities

Market

Access to job opportunities

relationships

cross-functional support

inspiration

Network

Use the wisdom of the many for practical questions