

## THE GENUINE CONTACT™ WAY OF WORKING

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### Open Space Technology Meetings

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*Prepared on behalf of the Strategic Plan Refresh Team*

### This Session within the Strategic Plan Refresh

Co-creating the future for Genuine Contact. Over the last few years, Genuine Contact has been growing in leaps and bounds. With a shift to being a strategy-focused organization, the development of an expanded membership model (and over 100 members worldwide!), design and implementation of a new brand, and all the other small steps along the way, we're proud to celebrate achieving all of our original strategic plan. To set our direction for the coming 5 years, the international Genuine Contact Organization is undertaking the development of an updated operating matrix including a refreshed strategic plan



The Open Space Technology meetings within the Strategic Plan Refresh of the international Genuine Contact Organization (GCO) were held on November 12 and 13. It was offered twice, at different times of day, to accommodate a variety of time zones and differing work schedules. It is the final of four workshops that were planned for engaging with the collective wisdom of our whole community during the collection of data for the refresh of the strategic plan. On December 8 the draft for a refreshed strategic plan will be presented for review of the community.

During these two Open Space Technology meetings members of our community were invited to engage and share their ideas about what is important to develop in our international Genuine Contact Organisation and in our strategic plan, in order to thrive even more.

## Prior Activity

The first opportunity to engage in the Strategic Plan Refresh was the Orientation session, held twice on October 5 and October 7. In these meetings we opened the Whole Person Process Facilitation for the whole strategic plan refresh process. Participants were oriented to all of the parts of the work we are doing during this process to develop a clear picture of our process and a sneak peek into what strategic planning the Genuine Contact way looks like. The process was designed to help each participant better understand how the contributions they might make in the other parts of the process will fit into the bigger picture. [You can read the report of the Orientation sessions here.](#)

The second opportunity to engage in this process was the Organizational Health and Balance Assessment. This session was held twice, on October 12 and 19. In these meetings, participants were led through an organizational health and balance assessment (as taught in Foundational Module 2 of the program) to make a picture of the organization in its current state. Participants had the opportunity to experience this process firsthand (which supports ongoing learning of how to apply this module) and contribute their experience of our organization. [You can read the report of the Organizational Health and Balance Assessment here.](#)

There was also an asynchronous opportunity to participate in the Health and Balance Assessment through the completion of a Purpose Fulfillment Survey. This survey is also drawn from the Achieving Organizational Health and Balance module. 23 people responded to this survey, offering important data for consideration in the state of readiness for moving forward in our strategic plan refresh as well as checking in on our organizational health and balance. [You can read the report of the Purpose Fulfillment Survey here.](#)

As the next step there was an invitation to take part in Storytelling. This session was held twice, on November 4 and 5. During the sessions, participants were led through a storytelling activity to continue developing the picture of the organization in its current state. [You can read the report from the Storytelling sessions here.](#) There was an asynchronous opportunity to submit additional stories in a variety of mediums. No additional submissions were received.

[Keep up to date with the Strategic Plan Refresh in the Information Centre.](#)

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## Consultant's Comments

In this report, we share with you the results of the two Open Space Technology meetings. Each of them lasted for three hours. After a brief moment for landing in the meeting, the participants were welcomed by a member of the Leadership Management Team (Doris at the first meeting and Ad on the second).

Doris and Ad clarified the purpose of the meeting and shared the theme: **What are the Issues & Opportunities for our Genuine Contact Organization?** The givens for the whole process as well as for the Open Space meeting were stated. See appendix 1.

Our facilitator opened the space (explaining about the method and practicalities) and invited the participants to create the agenda with the ideas and questions of their choice. There was much engagement and passion to explore the theme during the two sessions of 45 minutes each. When reconvening in the collective circle participants had the opportunity to read the reports that each group had produced. Then each person had three dots to show what topics they perceived as “most important for our refreshed strategic plan”.

During the first meeting 8 topics were raised resulting in 8 reports. During the second meeting 5 reports were produced. Hence, a prioritization was conducted in each of the meetings with the topics in that session.

### The Invitation

In mid-September, a Save the Date notice was sent out to all members of the organization and via the Genuine Contact List for these session dates. After the Storytelling sessions were complete, an invitation was sent out through the same channels with regular reminders of follow-up as the dates approached. People were also invited to participate without having RSVP'd beforehand.









### The Participants

In total 22 persons participated (incl two facilitators), 13 on November 12th and 9 participants on November 13th. The participants included a wide variety of stakeholders, as has been true for all of our work in this Strategic Plan Refresh so far. Several of them had been part of our earlier sessions. The participants included people who were members of the organization at all levels as well as those who are new to Genuine Contact. It included people who have been a part of this community and the organization since the beginning, those who are just getting to know Genuine Contact, and everything in between. The participants offered a variety of perspectives and experiences.

## Results from the Open Space Technology Meetings

In this section we present the results from the two Open Space Technology meetings. First the prioritization that was conducted at the end of each of the meetings including comments that were invited simultaneously (in writing). As mentioned, all this information will be analyzed further and combined with other data from the previous steps, in working out the refreshed strategic plan. After the outline of the prioritization, the reports from the meetings are presented.

### Dot voting from November 12

Name of report	Dot voting	% of votes
Exploring how to use things like Specialty Series as ways to broaden our visibility in the world		17
The challenge of getting the 'behind the scenes' work done - issue or opportunity??		13
Exploring ways of working together on public offers the GC way		17
Financial sustainable growth for our GCO.		7
What is it like to be a new member of the GCO?		13
Opportunities for partnering beyond the GCO		13
Corporate storytelling as a tool for marketing		10
Using hubs as tools to create easy-steps into the GCO, making sustainable communities		10


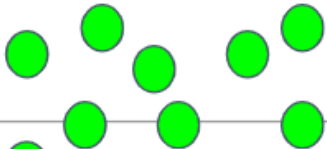



10 persons participated (2 had to leave before this).

#### Comments contributed from participants, after reading and voting:

There are many reports that have great ideas about how to reach the financial status and be the well known way of doing things that we want. In order to work with those ideas we need to look at what is mentioned in report 2, what structures are needed to help people use the GCO as a tool to build capacity for those who would like to become a GC leader/CEO ( in a self organized way without the Director organizing the self organizing). The financial topic was addressed in many other reports with ways to increase finances /Eiwor

Clarify what finances we target at and why?

## Dot voting from November 13

Name of report	Dot voting	% of votes
Certification as a GC-Organisation Development Consultant for more visibility		4
Spreading GC in the world: Increasing the power of marketing: WHY? How ? WHO?		42
How can the GCO support reaching beyond change and facilitator communities to organisations and people that need GC		
Streamlining membership contact via several email lists versus social media		29
What is a membership organization and how do we use its potential?		25

8 persons used three dots each. Three of the dots were placed on the line between two topics as they were seen as being so close. In the summary of dots those two topics have been merged to one.

### Comments contributed from participants, after reading and voting:

I think that marketing and consultancy certification/stamp are related topics. And also that the marketing strategy could need to be different in different countries. May it's also a 'hub' topic. In any case hubs should be taken into consideration while developing a marketing strategy. < love it (w)

The topic of internal communications could be part of this topic: What is a membership organization and how do we use its potential? With good internal communications there should be more awareness and engagement.

Wow, so many important thoughts and ideas!

Great to read all the reports and see the interconnectedness of topics/recommendations.

I do have a need to handle the info-stream, so this topic is important to me too./TH +W

I love the idea of joint marketing efforts - but it has to be of high quality and efficient./TH +W

It was such a big insight in 2012 when we discovered we are a membership organization, important we understand this so there are not "wrong" expectations./Th

## Reports from Open Space Technology meeting 1: November 12 (report 1-8)



**Report 1:** Exploring how to use things like Specialty Series as ways to broaden our visibility in the world

**Convener:** Doris

**Participants:** Annelou, Harold, Judy, Urban

### **Why is this topic important in our strategic plan refresh?**

In short this is an important topic because there is a great opportunity for GC to reach out beyond itself especially now. There are many communities and fields that would benefit from knowing it. Like Agile, and the Constellations Community, and young people and many communities that are vision based but don't have tools to talk of their "organization" in the same way that they talk about their work and GC is a great tool for that.

To enter these communities and fields you may need an insider or some topics that are geared to them specifically and created in collaboration.

The specialty workshops could be useful for this, but they need to be known. The podcasts are also good for this. Continuing to figure this out can be very beneficial.

- Good marketing and working together with the Flourishing Futures event. Cool because GC is a really good framework to organize it. There is a huge opportunity in the Agile community and needs an inside. Partnering opportunities.

- Also thinking about Agile and working in the IT world, this is a world where we can use GC. Need insiders to support the word, by supporting them it is useful
- GC is powerful when working with the team and working in a team context it can help and it is one of the best ways to work in a team with a spiritual depth. In terms of IT it is valuable and safe esp.as more and more people are working with OST. So you can market individual consultant work. Tools. The process of coming together in a more authentic way. Good addition to other theories, and steps into a deeper layer.
- The Specialty series...are found really helpful to do something in your own realm for yourself. From reaching out to a broader world, how do you do that? How do you reach those places? Usually with GC there is an experience first and then maybe marketing more.
- There are differences between GC and OST and other ways (ex: ULab, Reinventing Organizations) in that it is very simple and it takes a lifetime to master and this GC and OST are very invitation oriented.
- GC is growing over a period of time, It is foundational and it's based on something and it attracts people who are searching for it. And this is the opportunity to bring young people into this and tie into it. The environment we are going to have to work with going forward. This is the time if we can engage with people working with a younger population then we can tie into that. So much criticism of generations. Get perpetuated. Many of those in other generations are also seeking something
- U lab and U theory is a philosophy without its means. GC has the means structure for moving forward. It is all a mix.
- Kinship between Open Space Community and Constellations Community and one GC has ways of working developing healthy organizations that could help Constellations Community would be Open Space, 3 Grandmothers, may be a way to bring things in to collaborate better.
- For IT and Agile you could start a specialty series for these communities. Perhaps partnering with someone to do specialty series targeted for them.
- GC way of developing things has a place in the creative organization and not using creative ways to develop they use these creative ways to be but aren't always applying it to organizations.

**Recommended actions:**

Continue to think about it in a group | Reach out to Harold and others from Flourishing Futures group to start with a conversation about possibilities of outreach.

**Who wants to engage in the implementation?**

Annelou | Harold | Doris | Nancy



**Report 2:** The challenge of getting the 'behind the scenes' work done - issue or opportunity??**Convener:** Nancy Wells**Participants:** Eiwor, Rachel**Why is this topic important in our strategic plan refresh?**

- Work will always need to be done. Work increases as we take on more activities to grow GC.
- Balance of finding appropriate structures so that the organization functions well and is easily understood
- Volunteers to do the work and/or having the budget to pay for specific activities
- Some activity requires good knowledge of GC. Some activity requires specific skill sets. How do we ensure the people working on activities have the right capacities?
- When do we need to consult on activities with the Director or LMT? When can decisions just be made?
- What makes this an opportunity? Learning, being an apprentice, hands-on learning. How do we credit people for that participation? Creating opportunities for applying learning in the organization (like Alina facilitating the GC Co-Owners meeting or Marai facilitating 5toFold).
  - Taking on different work projects with mentoring to improve their individual practice
  - Taking on other work that lets you develop capacity in working in all quadrants of the MWT

Show the connection of management/administrative work with leadership and the other parts of an organization, learning what it takes, what is needed in an organization in this world that we have now. Important to continue with voluntary work to give people ways to get engaged.

- The ask is HUGE - and there does not appear to be an understanding of the 'on the ground' work
- How do we put the structures in place where Rachel is not the ONLY go to person?
- Good at discerning, readiness, visioning
- Implementation - Rachel will do it - not a sustainable structure - who else can lead??
- Commitment
- Need to identify what needs a depth of knowledge to contribute and what can be handed off to others (social media - paid?)

**Recommended actions:**

Continued discussions about the best way to add one or more apprentice roles (becoming a GC CEO/leader) + other supporting structures for getting "the work" done.

**Who wants to engage in the implementation?**

Nancy

**Report 3:** Exploring ways of working together on public offers the GC way**Convener:** Ann-Heidi**Participants:** Britt Valderhaug Tyrholm**Why is this topic important in our strategic plan refresh?**

Working together as a network of consultants gives us more capacity to make proposals and offers to big organizations and companies.

It would be perfect to have a simple overview over the ones that want to participate in this kind of processes, with a simple overview of what kind of projects they have done earlier, experience from different kinds of processes, type of organizations.

It would be easier if we had a shared method to how we present ourselves as GC practitioners, the work and tools we use. It makes us to more a brand, and create identity and capacity to grow GC in the world, contributing to UN sustainability goal nr 17- Co-creation to fulfill the goals.

**Recommended actions:**

Make a call to the GC-list asking for interested consultants that want to bring this in to being

**Who wants to engage in the implementation?**

Ann-Heidi

**Report 4: Financial sustainable growth for our GCO.**

**Convener:** Thomas H

**Participants:** Anna Caroline

**Why is this topic important in our strategic plan refresh?**

Income sources now: Membership fees incl co-owners. Income from GC Specialty series, Workbooks (10\$/book), amazon royalty. Donations?

Why do we want to have more money?

Have financial stability/safety for our GCO so we can pay our expenses incl our employee/-s. (Co-owners used to take a bigger financial responsibility and it was sometimes challenging). Have some reserves for "bad years". Being able to make investments when needed.

What are the opportunities?

- More members (also GC-organizations) who contribute, keeping them as members.
- More people attending GC specialty series. Developing other offerings that give revenue?
- Larger marketing efforts to spread awareness of our brand - benefit to all trainers and professionals working the GC way.  
How do we want to do this - values/ex do we want to give money to Facebook?
- More GC professionals can make a living from GC
- Genuine Contact becomes a recognized brand
- High quality support for members - updated materials, resources etc

**Challenges:**

- Risk we build too much structures
- Do we have enough skilled trainers when the gold rush comes?
- Have we all done our work - to be great professionals and trainers?
- ? Is it enough to have financial safety incl reserves or do we aim at growing financially more - and why/how will we use it?

What is sustainable finances?

**Recommended actions:**

Clear goals for our finances. Continue to develop membership org. & specialty series, engaged members sharing the brand in diff ways incl being great facilitators

**Who wants to engage in the implementation?**

Thomas, Anna Caroline, Nancy, Doris

**Report 5: What is it like to be a new member of the GCO?**

**Convener:** Anna Caroline

**Participants:** Annelou - new member. Britt - new member. JJudy - long time here, out of touch and in touch. Urban - new to GCO, not to GC

**Why is this topic important in our strategic plan refresh?****Issues**

Knowing what possibilities there are as a member - New members don't know their opportunities

Own ability to navigate website, read emails, etc...

QiQoChat.com - GC Circle weekly announcements is how people found out about GC activities and Facebook

**Opportunities**

Inspiring mindset of GC

Figuring out how to integrate into my work

Finding/ Having community - learning more ways to apply GC tools - learning

Different membership levels gives opening into the organization - even if you don't do it as full time work

Continue with Emails! They are a great way to inform about opportunities to be involved

Continue to welcome people who come back after a long time

**Recommended actions:**

[genuine-contact@googlegroups.com](mailto:genuine-contact@googlegroups.com) - sign Urban, Britt, and Annelou up, explain to members how to access HUB / resources, create a video to explain

**Who wants to engage in the implementation?**

Anna Caroline

## Report 6: Opportunities for partnering beyond the GCO

**Convener:** Harold

**Participants:** Thomas, Rachel, Nancy, Doris

### Why is this topic important in our strategic plan refresh?

How can we influence the Titanic of our industrial development, like Agile... By engaging with others we plant seeds. How do we prepare the soil? People join when it's the right time. Not scalable in a non-genuine way.

"Light partnering" like in Flourishing Futures event is a good way to start and/or continue...a way to try out.

How do we create space for these opportunities...

NowWhat - online event/Ben Roberts - an invitation to create a session

Partnering has to be done with a genuine invitation - to bring my whole self finding mutual benefits and learning.

Give a robust invitation to learn more

### Recommended actions:

Engage in cross-community initiatives. Bring GC-work into your projects. Keep inviting. Make offerings

### Who wants to engage in the implementation?

Thomas

## Report 7: Corporate storytelling as marketing tool

**Convener:** Eiwor

**Participants:**

### Why is this topic important in our strategic plan refresh?

Corporate storytelling means that you choose stories that are showing the quality of what an organization offers and adjust them towards the audience you want to reach out to. In GCO we have a lot of storytelling going on, in certain meetings and groups and also ad hoc whenever we meet. Not all stories are captured and not all are made available or used to show our high quality of practice.

One idea would be to capture stories in a book that shows the spirit of GC and the results we get when working with organizations and individuals. This could be stories from all over the world. The stories could be put into a framework of new scientific research, showing that we do what they say is needed.

### Recommended actions:

Need to continue discuss how this could be a tool to make GC more well known and engage people to really contribute with their stories

### Who wants to engage in the implementation?

Eiwor, Doris, Thomas (willing to contribute w stories)

**Report 8: Using hubs as tools to create easy-steps into the GCO making, sustainable communities****Convener:** Ann-Heidi**Participants:** Eiwor**Why is this topic important in our strategic plan refresh?**

Many members tell us that language is difficult, and our main activities online and in written communication/ SOME is based on English.

How can we support the hubs, how to link them together and also to the GCO?

It must be someone that makes the link to the GCO, or else it will not be a step into the GCO for new people curious on the GC way of working, making it easy to deepen understanding, be connected over time and contribute to the GCO.

The path to health and balance - online, prerecorded in many different languages. Ask people to do the course early to make sure they know the values and basics of the program.

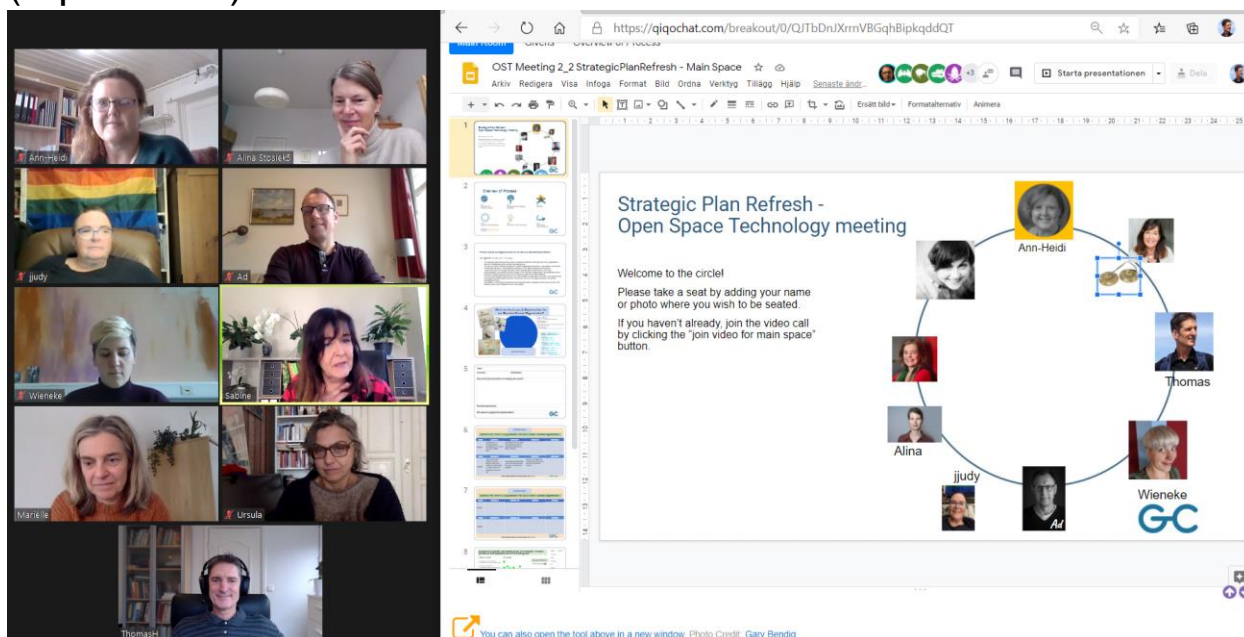
**Recommended actions:**

Hubs must be part of the new strategic plan, as tools to engaging members from local to global

**Who wants to engage in the implementation?**

Ann-Heidi

## Reports from Open Space Technology meeting 2: November 13 (report 9-14)



### Report 9: Certification as a GC-Organizational Development Consultant for more visibility

**Convener:** Alina

**Participants:** Thomas, Ursula, Mariëlle

#### Why is this topic important in our strategic plan refresh?

Certifications are sometimes sought for by clients, to ensure quality for consultants they hire. Our trainer certificate is one thing we have. A consultant certification could be an add on. Foundation certification. Practitioner certificate. Examples: PROSCI-Certificate,(PRINCE2) We do have the GC quality commitment so we can call ourselves GC Professional.

Is it possible to guarantee anyone's competence? To build trust - open up doors. Sometimes the vendor asks for some specific certificates to be able to make a call/proposal. What happens if they "screw up"? Certificates are used more in some countries. In Germany "openness" is not always appreciated, more structures are sought for to be able to navigate between different options/methods. More of an outer level focus.

Is it possible to make an agreement with a larger organization such IAF, International Association for Facilitators?

Public organizations in some countries are very formal and demand certification. Some specific certificates, for coaches there are 3 different ones. For facilitators in Netherlands they have a specific one called: **Orde** van organisatiekundigen en -adviseurs (Ooa)

If it is a big hurdle in some countries, what can we do to facilitate that need? Check how this is done in

different organizations.

Specific criteria to have the certificate, a process to make complaints if the consultant does not meet up to the standard.

Has to be done in a life nurturing way, ex Psych-K organization used it as a control mechanism that had life depleting impact (some of our colleagues experienced it so).

- How do different people handle this in our community? Can we answer such a request with showing our GC Professional quality commitment. Ask on the list? How do different people deal with this?
- How can we clarify that we can use our quality commitment?
- How did some certificates get a high level of acceptance?
- How can we work on this with least effort and maximal impact/benefit?
- A risk that a control system takes energy from us as facilitators.

In the GC community we have high awareness that GC works well and it has healthy outcomes - not the way of thinking in the "certificate-world" - a conflict of perspectives.

Is it enough - what we have - how do we use it?

How do we get it accepted on the outside?

Yoga Alliance International. Netherlands has its own. The American certificate is gaining terrain in NL, the requirements are lower but it costs more. Doesn't say anything about the qualifications!

Many certifications are about "taking money" from practitioners.

GC offers people/leaders to get in genuine contact with themselves and to open up space for other people to get in genuine contact with themselves: how do you certify that?

Our work requires a lot of work on ourselves?

A more elaborated document incl the quality commitment and what trainings have been taken - AND A STAMP :)!

Logo that you are a GC member, is like a stamp.

**Conclusion:** A certificate could be a good formal thing for some but what we have can be good enough if we are more aware of it.

Pay attention to the things that are in place in internal communications (e.g. newsletter) so members know what there is already.

Review the current documents with members to find out needs of members (in different countries)

**Recommended actions:**

Find out how colleges use what we have. What are the needs? Do we have what we need?

**Who wants to engage in the implementation?**

Thomas, Mariëlle, Alina



## Report 10: Spreading GC in the world: Increasing the power of marketing: Why? How? Who?

**Convener:** Sabine

**Participants:** JJudy, AD, Marielle,

### Why is this topic important in our strategic plan refresh?

I think one of the goals of our strategic plan is bringing the GC work in the world = important

- We already have GREAT marketing material and activities, but it's mainly Rachel alone who cares for all marketing and she does a great job which is toooooo big for one person
- With a clear marketing strategy we could bundle the energies/activities much better and formulate the possibilities for all members which could inspire them to also do marketing
  - it seems that our USP is not clear/unique enough: many others pretend to work participatory and interactive so the difference to other approaches seems not being CLEAR enough. A marketing-team could work on that
- One possibility which could come out of a concerted marketing effort: Develop some speaker notes related to marketing GCO, but coming from a marketing strategy
- See MWT - page: go through the MWT to discover the possibilities a marketing strategy could bring

### Further: Why is this topic important in our SPR?

- Idea: If Marketing being an important topic in our strategy there could be **a periodical meeting with inspired GC members** where marketing is THE topic. Here they could specifically talk about issues and opportunities of marketing for GC / GCO
- **By going through the MWT with the topic 'Marketing strategy' there might unfold possibilities about how to finance concerted activities**
  - **I.e. invite a marketing expert to become a GC professional for free and therefore supporting us in marketing**
- By finding possibilities (in that marketing group) how to do marketing individually for GC and their own business and spreading that information members could become inspired to also do that
- This marketing group could also **look at the innumerable different target groups** for the GC approach and differentiate clearly **which marketing activities could support which member**
- WE ALL KNOW: if we invite the collective intelligence to bring their wisdom in, we will find possibilities. The importance of a clear marketing strategy just needs to be
- Doris and Anna Caroline could **interview Sabine** about the New Leaders! Academy as one way to spread GC in the world
- **The importance of a clear marketing strategy for GC just has to be made clear to all of us ... and this can be done by including 'marketing strategy' as an important topic in our general strategy.**

Marketing strategy



**Purpose:** Spreading GC

**Leadership:** LMT puts out the call / or a member

**Vision:** Focused and powerful marketing effort

A genuine contact approach to marketing

GC is known throughout the world

**Community:** all of us

**Management:**

*Idea added by Wienke: for instance we decide we use canva, teach our community how to use it, create branded materials in canva that trainers etc. can use and adapt to their own offerings!*

**GC marketing goal:** 'how to get more members / how to get more known  
*We need a strategic plan for marketing (marketing team)*



**Case inspiration:** Cineville - Dutch membership card for unlimited access to art house movie theatres. Now with 40.000 members.

**Organizational structure:**

- 1) Cineville vereniging / association (mentality: "we have great movies and theatres, there is no money"). For 10,5% of the income from the membership, they hire:
- 2) Cineville BV / corporation (that does promotion, has entrepreneurial spirit and profit orientation). This BV now also works for others offering this service...

The BVs main focus is getting more members, and creating interest around this membership card with website, social media and events + a yearly campaign.. The association assigns the tasks to the BV.

**Who is our client?! No target group**

- We have soooo many clients: B2B, B2C, trainers, companies, big, small, multinationals.
- Focus: what target group first, then grow...



**Recommended actions:**

Include “Clear Marketing Strategy in the strategy plan and think about how to create a ‘marketing group for GCO

**Who wants to engage in the implementation?**

(Ad as LMT member?) Sabine

**Report 11:** How can the GCO support reaching beyond change and facilitator communities to organisations and people that need GC**Convener:** Ad**Participants:** jjudy, Thomas, Wieneke, Sabine**Why is this topic important in our strategic plan refresh?**

The time is right:

- Now branding is (almost) done
- The state of the GCO as a matured, confident and healthy organization
- A refreshed strategic plan

What is the best way to “market” what we are offering?

We offer Genuine Contact with self (and each other). It is not always pleasant for those exposed, but we think it's valuable...

Designing for the human(e) pace..

Where are our target groups? What media to use: Business magazines, conferences....letters, social media...

How do we pick up leads!

Target groups (for the approach): HR managers?

**Recommended actions:**

Putting out a call for and supporting a marketing work group that creates a strategic marketing plan.

**Who wants to engage in the implementation?**

Ad

**Report 12: Streamlining membership contact via several email lists versus social media**

**Convener:** Mariëlle

**Participants:** Wieneke, Ursula, Thomas, Alina

**Why is this topic important in our strategic plan refresh?**

GCO- GCO Hub-GCO projects-Dalar

All send out communications via email and that can be a lot/too much to handle. What would we set up if we would start all over again? What are currently good ways of working for people? So that you don't miss out.

Disadvantage email: I don't always know the senders and I can't click on a profile like in a LinkedIn- or fb group. I can't see what kind of information in the title: a request to do something, something I need to know, something that's just nice to know. Not visible.

E.g. in the two newsletters it's not clear what kind of newsletter it is: for members, for the outside world.

There can be made little adjustments to make things more clear.

Is there a SDM about internal communication with members? Does the GCO know what members want/how they experience all these mails.

What is life nourishing internal communications? How to do less and accomplish more and use energy for external communications.

With social media: I have to come back to the point it is useful. I ignore it but there are so many things going on. I want to open up my own business. Then social media is useful.

Emails in the beginning too much, now courageous to delete is. I prioritize.

I'm afraid there will be more email because the organisation is growing.

There is too much information.

It's difficult to change something.

For me it's a kind of training whether I delete or not.

Help yourself: guide your mails in a special folder.

I wouldn't like to be pushed into a social media group. Keep it independent from big companies.

It's training for decision making.

Five people attended: four want changes/improvements; one is ok with the way it is.

Feeling of being overwhelmed - afraid to miss out. When several emails in the inbox I get resistance

Where can I find a document about internal communication strategy? What are future plans?

-also difficult to handle email. Too many emails.

Maybe there is room for improvement

-also: many emails. Maybe I miss important information, I can't distinguish what's what. Can there be more clarity about what's what. A small summary at the beginning?

E.g. Slack: you can look up afterwards discussions.

This is a topic of Knowledge management as well. (For example the wisdom in the email-discussion about the meaning of discernment in the evolutionary spiral.)

Emails get lost, you can't find it back.

Tip: You can use the Google group - go to the website and see the conversations in threads.

Tip: How to find emails/conversations in the Google drive - use search function!

Have a specialty workshop - about how to tap into all the resources. We have soooo much!  
Have a handbook too/manual << YES YES YES

**Recommended actions:**

Inform members about internal communication strategy plans and open up for comments/reactions.  
collect tips in this report about improvements.

**Who wants to engage in the implementation?****Report 13: What is a membership organization and how do we use its potential?**

**Convener:** Thomas H

**Participants:** I, me and myself :)

**Why is this topic important in our strategic plan refresh?**

When doing the Strategic Plan back in 2012 we discovered that our GCO is a membership organization. That means that the purpose of the organization is to support its members to do great work in the world. That means the "customers" of the organization are its members - not the clients of the members even if it of course is connected.

So our organization should work to support the members so they can reach maximum output/results by offering Genuine Contact in the world. So what do we need as members?

- Competence
- Courage
- Development - both personal and professional.
- Resources for ourselves and our clients such as workbooks, documents describing our offerings.
- Community for learning together, supporting each other and feeling good as individuals and professionals. We learn a lot by walking our talk in our GCO - one of the best ways of learning is to engage!

How do we raise awareness and engagement for supporting our GCO? How can we work together with this?

How do we keep minimal structure and a life nurturing climate?

**Recommended actions:**

Raise awareness about our GCO and how people can contribute

**Who wants to engage in the implementation?**

Thomas

## Appendices

### Appendix 1: Givens for this OST meeting

- The strategic plan refresh process will be conducted within the current givens of the organization - both the foundational givens and the operating givens.
- The process will be conducted within the current organizational structures - this includes our current membership structure, communications structures, information management structures
- At present, there is no budget allocated for the strategic plan refresh process nor for the implementation of the plan beyond the budget we are already working within. Any additional monies needed to fulfill the plan will need to be developed as part of the implementation.
- The LMT and Strategic Plan Refresh Team will construct the final draft of the plan. This final draft will be brought forward for approval by the Co-Owners of the GCO for approval as per our normal operating procedure.
- Any initiative or idea that isn't included in the final plan will be separately followed up on by the LMT with the people who contributed to the conversation.

## Appendix 2: Open Space opening

The slide used to explain how Open Space works (from November 13th).

**What are the Issues & Opportunities for our Genuine Contact Organization?**

**Time Schedule**

- 09:00 CET Welcome & Opening
- 09:45 Session 1
- 10:30 Session 2
- 11.15 Reading reports, dot voting and break
- 11:45 Closing circle
- 12:00 Goodbye

**Four Principles**

- Whoever comes is the right people
- Whatever happens is the only thing that could have
- Whenever it starts is the right time
- When it's over it's over

**AGENDA WALL** ↓

Hand-drawn cards include:

- Be prepared to be surprised !!!
- Law of mobility
- Illustration of a bee
- Illustration of a butterfly