

# Strategic Plan Refresh - Open Space Technology meeting

Welcome to the circle!

Please take a seat by adding your name  
or photo where you wish to be seated.

If you haven't already, join the video call  
by clicking the "join video for main space"  
button.

The reports from this  
OST are now collected  
and we will come back  
with the documentation  
as soon as possible.  
Get in touch if you have  
any questions  
Thomas



# Overview of Process



Part 1:  
Orientation to the  
Strategic Plan Refresh



Part 2:  
Organizational Health and Balance  
Assessment



Part 3:  
Storytelling



Part 4:  
Open Space Technology Meeting



Part 5:  
Data Creation - Strategic Plan Update



Part 6:  
Implementation  
over the coming years

## Theme: Issues and Opportunities for the Genuine Contact Organization.

### The 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.



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

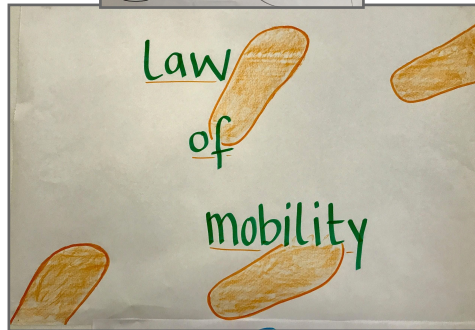
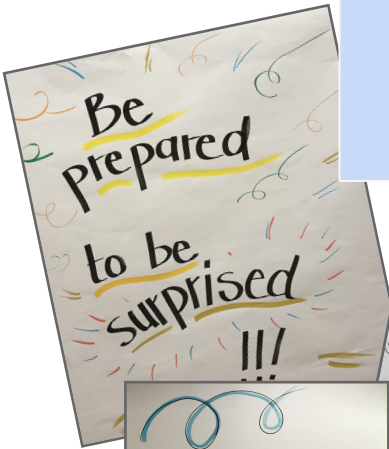
## Time Schedule

- 15:00 CET Welcome & Opening
- 15:45 Session 1
- 16:30 Session 2
- 17.15 Reading reports, dot voting and break
- 17:45 Closing circle
- 18:00 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



## AGENDA WALL

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

TIME	ROOM 1	ROOM 2	ROOM 3	ROOM 4
15.45	Exploring how to use things like Specialty Series as ways to broaden our visibility in the world - Doris	The challenge of getting the 'behind the scenes' work done - issue or opportunity?? Nancy	Exploring ways of working together on public offers the GC way Ann-Heidi	Financial sustainable growth for our GCO. Thomas
TIME	ROOM 5	ROOM 6	ROOM 7	ROOM 8
16.30	What is it like to be a new member of the GCO?  Anna Caroline	Opportunities for partnering beyond the GCO - Harold	Corporate storytelling as a tool for marketing Eiwor	Using hubs as tools to create easy-steps into the GCO making, sustainable communities Ann-Heidi

**WELCOME BACK TO OUR CIRCLE AT 17.15**



<b>Topic:</b> Exploring how to use things like Specialty Series as ways to broaden our visibility in the world	
<b>Convener:</b> Doris	<b>Participants:</b> 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 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. : I am adding the notes of our very vibrant conversation in a slide below. (Please also include)

**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



# Notes 1

## Exploring how to use things like Specialty Series as ways to broaden our visibility in the world

- 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 Agile community and needs an inside. Partnering opportunities.
- Also thinking about Agile and working in 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.



## Notes 2

### Exploring how to use things like Specialty Series as ways to broaden our visibility in the world

- 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 very invitation oriented.
- GC is growing over a period of time, It is foundational and its 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.





**Topic:** 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

### 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



**Topic:** The challenge of getting the 'behind the scenes' work done - issue or opportunity??

**Convener:** Nancy Wells

**Participants:**

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

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:

### Who wants to engage in the implementation?



**Topic:** 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 kind 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



<b>Topic:</b>	<b>Financial sustainable growth for our GCO.</b>	
<b>Convener:</b>	Thomas H.	<b>Participants:</b> Anna Caroline

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

**Income sources now:** Membership fees incl co-owners. Income from GC Speciality 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 speciality series. Developing other offerings that give revenue?

....see next page

## **Recommended actions:**

Clear goals for our finances. Continue to develop membership org. & speciality 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



## **Opportunity:**

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?



<b>Topic:</b>	What is it like to be a new member of the GCO?		
<b>Convener:</b>	Anna Caroline	<b>Participants:</b>	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



<b>Topic:</b>	<b>Opportunities for partnering beyond the GCO</b>	
<b>Convener:</b>	Harold	<b>Participants:</b> 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 its 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.

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,



<b>Topic:</b> Corporate storytelling as marketing tool	
<b>Convener:</b> Eiwor	<b>Participants:</b>

**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 wellknown and engage people to really contribute with their stories

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



<b>Topic:</b>	Using hubs as tools to create easy-steps into the GCO making, sustainable communities		
<b>Convener:</b>	Ann-Heidi	<b>Participants:</b>	Eiwor

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

Many members tells 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 make the link to the GCO, or else it will not be a step in to 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?**

**Welcome to use your three dots, put them on one or several topics. The topics you think are most important for our refreshed strategic plan!**

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

**Get your dots here!**

NAME	3 dots
Annelou	
Ann-Heidi	
Anna Caroline	
Britt	
Doris	
Eiwor	
Harold	

Judy	
Nancy	
Rachel	
Urban	
Thomas	



# Any comments linked to the voting....

There are many reports that have great ideas about how to reach the financial status and be the wellknown 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 selforganized way without the Director organizing the selforganizing). The financial topic was adressed in many other reports with ways to increase finances /Eiwor

Clarify what finances we target at and why?



*Anything you care to share...*

I hope there  
will always be  
space for  
butterflies in  
the GCO

listening to a podcast about:  
making the invisible visible;  
combine the how of science  
and the why of art - brings  
you to the sweet spot of  
wonder and awe / the  
intersection of art and  
science.  
Emerging in nature  
increased capacity for  
courage, kindness, creativity  
- necessary to create a  
sustainable world.

Chocolate /cake as  
a gift from the GCO  
to local Mentoring  
Circles

