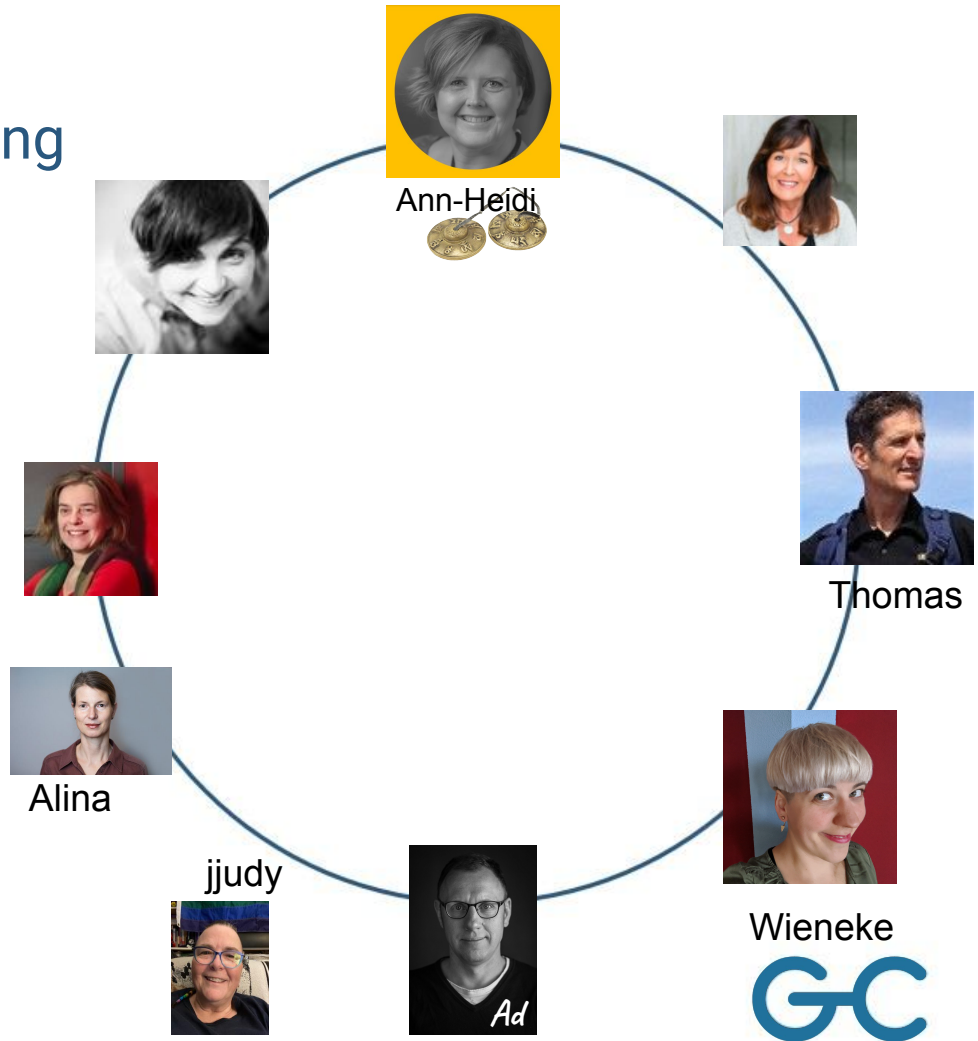


Strategic Plan Refresh - Open Space Technology meeting

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.



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

09:00 CET Welcome & Opening

09:45 Session 1

10:30 Session 2

11.15 Reading reports, dot voting and break

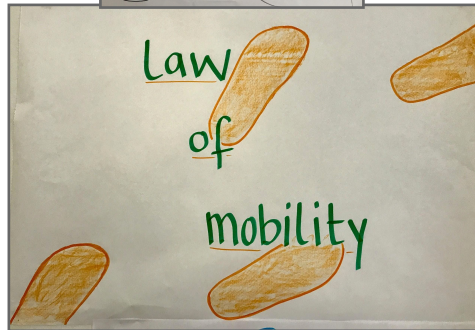
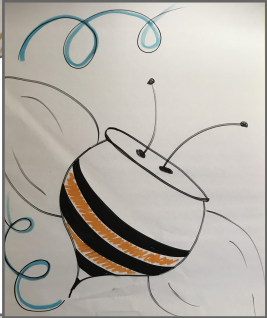
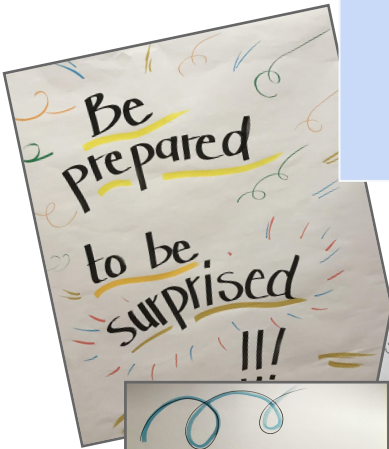
11:45 Closing circle

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



AGENDA WALL

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

TIME	ROOM 1	ROOM 2	ROOM 3	ROOM 4
09.45	Certification as a GC-Organisation Development Consultant for more visibility Alina	Spreading GC in the world: Increasing the power of marketing: WHY? How ? WHO? (Sabine)		
TIME	ROOM 5	ROOM 6	ROOM 7	ROOM 8
10.30	How can the GCO support reaching beyond change and facilitator communities to organisations and people that need GC - Ad	Streamlining membership contact via several email lists versus social media - Mariëlle	What is a membership organization and how do we use its potential? THomas	

WELCOME BACK TO OUR CIRCLE AT 11.15



AGENDA WALL

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

TIME	ROOM 9	ROOM 10	ROOM	ROOM
09.45				
TIME	ROOM 11	ROOM 12	ROOM	ROOM
10.30				

WELCOME BACK TO OUR CIRCLE AT 11.15



Topic:	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 anyones 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 agreement with a larger organization such IAF, International Association for Facilitators.more notes on next page

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



Public organizations in some countries are very formal in some countries 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 in 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 is about "taking money" from practitioners.

GC offers people/leaders to get in gc with themselves and to open up space for other people to get in really gc 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.

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 (eg newsletter)so members know what there is already.

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



Topic:	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 different 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

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



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 wieneke: for instance 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...

<https://www.cineville.nl/>



Topic:	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 its 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



Topic:	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.

Eg in the two newsletters it's not clear what kind of newsletter it is: for members, for 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.

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?



With social media: I have to come back to the point it is useful. I ignore it but so many things going on. I want open up 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 if 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 a 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 email.

Maybe there is room for improvement

-also: many email. 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.

Eg 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.

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

How to find in the Google drive - use search function!

Have a speciality workshop - about how to tap into all the resources. We have soooo much!

Have a handbook too/manual << YES YES YES

Topic:	What is a membership organization and how do we use its potential?	
Convener:	Thomas	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 we are a membership organization. That means 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:


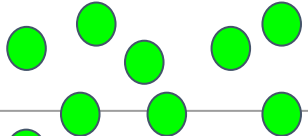



Raise awareness about our GCO and how people can contribute

Who wants to engage in the implementation?

Thomas




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
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

Get your dots here!



NAME	23 DOTS
Thomas	
Alina	
Wieneke	
Ad	
Sabine	
Mariëlle	
jjudy	
Ursula	
	
	
	
	



Any comments linked to the reading/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 a 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

