

## Model of Sustainable Organisation (MoSO)

### Minutes of Working Group Meeting

*Meeting Date: 3 June 2010*

*Venue: CQI, 12 Grosvenor Crescent, London SW1X 7EE*

#### Attendees

Alan Clark chair, Malcolm Gall, Tony Korycki, Rob Worth, Ron Ward, Ray Charlton, Terry Rose, Alan Hodges, Will Pollard, Derek Richings, Mike Upstone, Terry Peterson hon sec.

#### Apologies

Tony Brown, Esther Ridsdale, Anthony Aitken, Fabian Hiscox, Carole Long.

#### Outcomes to be worked towards during the day

The meeting aim to progress development of the open-source Model of Sustainable Organisation (MoSO), which is being evolved by DemSIG.

- Sign-off MoSO web-site as 'good enough'
- Achievement of Verification and Validation Plan **milestone**
- MoSO Promotional Plan
- Next steps [alt Facilitator/Provocateur] and Agenda for 09-Sept-2010

#### DETAIL

10.30 Minutes of last meeting accepted.

11.00 Review of MoSO Published Website and articles - TR TR

The group wished to express their thanks to TR for the amount of work he has devoted to the development of the MoSO web-site.

Copyright – ensure that “footer” hyperlink to CC site is active on all modules. AC/TR

What is MoSO for?? Ensure that Overview from Learning Support module and previously agreed text “The MoSO model allows you to make sense of your way forward. Stimulates useful questions about your current state, Useful thinking, Useful resources, Practical examples, Stimulates new thinking to build and embed sustained success,” is immediately available as first item user sees on opening page. TR

Process for review of website; ALL

Maintenance of Design; all authors to ensure that modules for which they are responsible, match their original intentions – contact TR.

Same applies to generalities of the website

Analytics of the website. AC/TR

11.30 VALIDATION

Questionnaire has two blank pages and sometimes double headings, remove. AC

Good feedback from Ron Ward, who has reviewed website;

- good structure,
- good drive to share ideas,
- good add-on to Deming approach.

Focus groups planned;

- SCIO TK
- CLOUDWORKS (OU) WP

Send out e-mail to;

- 1, DemSIG,
  - 2, CQI corporate membership
- with questionnaire attached.

Write text of invitation and discuss with Alison Quinn. AC

Repeat e-mail after one week.

Aim to have feedback delivered by 19/7/10.

QW EXPRESS article in August edition.

Collate feedback by 30/7/10 MG/TK

Conference call 16:15, 30/7/10 All

1400 EVENT IN SEPTEMBER

Purpose; (see also suggested integration from website and from elevator pitch)

See also slightly corrected in English in attached elevator Pitch, thanks to Ray.

To deepen understanding of modules (key elements);

- Sustainable Organisation,
- Customer Focus,
- Operating System,
- People, Culture, Leadership & Management,
- Societal Influences and learning,
- The Environment.

In the context of Sustainability, and how you may use these in your organisation.

Utilisation, to join in the debate, WIIFM.

Who are the potential interested parties?

How to get through to them.

Proposed structure of 90 min sessions. (See attached draft and thoughts from Esther Ridsdale) AC  
All

Feedback

Conference call to feedback on Sept Event; 15<sup>th</sup> September, 16.15

Launch at World Quality Day, 6-12 Nov 2010

+

Cakes!!  
Good questions about the future.  
Really + new thinking.  
Knowledge of "clever"  
Using new technology in meeting.  
Good feedback on MoSO  
Content and functionality of the web-site.  
Felt at ease to speak.  
Open and good humoured.

Δ

Better ventilation.  
World quality day opportunity.  
Not quite clear about launch – need overall launch plan with owners.  
Not yet an "open web" solution

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**1 2010 Dates for Your Diary – Future DEMSIG Meetings**

Thursdays: **09 September 2010; 02 December 2010**

## APPENDIX

### What is MoSO for? The Compelling Elevator Pitch – (revised)

The MoSO model allows **you** to make sense of **your way forward**

- Stimulates useful questions to reveal the current state of your organisation
- Shows by practical examples why the thinking works
- Provides links to useful new resources
- Guides you to the important things in your business, shaped to the level at which you work
- Allows you to share your thinking and concerns with others
- Prompts you to share ideas to change ways of working
- **Stimulates new thinking to build and embed sustained success**

## Model of Sustainable Organisation (MoSO)

### Draft Presentation Template

#### Session Plan

Talk Length: 90 minutes.

**The purpose of MoSO** is to stimulate useful questions leading you to new thinking and action, which build and embed sustained success.

**The focus for this session** is to...

00:00 Welcome and purpose:

10 quick key questions (see example below)

Explanatory Input [maximum of 4 slides!!!]

00:20 Examples of Application

00:35 Exercises Small Groups: Opportunity to discuss and reflect

Discussion Question

00:55 Plenary: Facilitate feedback from the small groups; encourages reflection

01:15 Wash Up: Summary and conclusions; collect feedback about the session (+/Δ)

01:30 Close

Example of 10 quick key questions [topic: Lean Office]

	Question	Often	Seldom	Never
1	Does work move unhindered through your office or workplace?			
2	Is your office uncluttered by finished or part-finished work?			
3	Are work processes and standards clearly defined?			
4	Is the layout of a person's desk or workstation reviewed for comfort and ease of working?			
5	Does work travel around your office by the shortest route?			
6	Can people find things if you are away, out or sick?			
7	Are there face-to-face team meetings where everyone feels free to contribute?			
8	Are computer files backed up?			
9	Is everyone involved in planning & reviewing?			
10	How often are work processes reviewed?			

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## Rolling out MoSO

**Author: Esther Ridsdale**

**02-Jun-2010**

### Aims

High level aim:

? - What is the MoSO aim? (The Prince Charles Dimbleby lecture had good, widely understandable words on worth high level aims)  
to encourage better and more sustainable approaches to organisation

Current aims

To increase awareness, understanding and use of MoSO - in order to [high level aim],

1. To increase understanding of and application by CQI members and beyond
2. To build a learning community
3. To iteratively evolve and deepen understanding of people in the community (whatever their current level)
4. To (have a mechanism to) iteratively develop the MoSO model

### Considerations

- Aim to get engagement and understanding of a wide number of people – This is generally achieved virally over time. Therefore need multiple opportunities for people to engage and develop understanding as and when they become aware and interested
  - Introductory workshops would need to be repeated over time. Challenge to get sufficient interest to get numbers particularly for first workshops.
  - Set design introductory workshops don't lend themselves well to viral growth and people that have been wouldn't go again so closes the door to people bringing a friend along to the next event
- Need means to deepen understanding of people with different levels of prior knowledge – This is hard to achieve in training but a certain spectrum of prior knowledge can be accommodated with careful design.
- Open space learning is arguably best suited to those with reasonable existing knowledge.
- A blend of action oriented study and taught material is effective in taking in new people, getting engagement and working with people with varying knowledge.

## Initial Conclusions (Esther)

### 1. Introductory workshops

- This would be a means to get people engaged through explanation. Would be particularly helpful for those who don't easily engage with web-based and other impersonal learning
- Would need to be run repeatedly. Suggest they feed in to a forum that develops understanding and gives an opportunity to reflect on application

### 2. Ever increasing circles

- Repeatable sessions which cover the basics but explore and expand differently each time so would be good for people of all levels, allowing people to revisit and build a community of interest to develop. There are different ways this could be structured and framed in marketing.
- Could run as an introductory set e.g. of 4 workshops booked separately or one at a time to encourage people to commit to developing a basic rounded understanding
- Could run as ongoing series expanding knowledge in each session. These could be designed to be accessible to new people, (but referring them to introductory workshops if these exist) but tailored to have sufficient input that would enable others to continually deepen their understanding. This would be a good means to gain momentum from which to 'spin off' into more time in open space and action learning (e.g. in parallel sessions)

### Principles / Structure

- To maximise appeal to maximum people I suggest that the aim for in a day of workshop is to include:
  - General MoSO session,
  - plus 2 sections
- Close connection to the Model, the model first then application or case studies (as opposed to case studies, with anecdotal references to the model)
- Propose sessions are a combination of
  - Hybrid sessions: Taught session directly linked to practical exercises or open space. Suggest that the main form is set of input; between 10 and 50 minutes as a precursor to open space/practical session/action learning – Main form
  - Action learning sets and facilitated action learning (a hybrid form of action learning)
  - Some taught sessions