



Minutes of Open Group Meeting Model of Sustainable Organisation (MoSO) 2011 the Year of Engagement

Meeting Date: 16 June 2011

Venue: CQI, 2nd Floor North, Chancery Exchange, 10 Furnival St. London EC4A 1AB

Attendees

Alan Clark (Chair), Malcolm Gall (Acting Sec), Anthony Aitkin, Bill Ball, Tony Brown, Fabian Hiscock, Alan Hodges, Tony Korycki, Will Pollard, Des Pulleyn, Derek Richings, Esther Ridsdale, Terry Rose, Ronald Ward.

Apologies

David Bird, Terry Peterson, David Wilson.

Summary Action Points from the Day

No	Item	Action	Status
11-01	Loxham Lecture 10-Nov-2011 @ RSS MoSO Model	AC & TB	AC has made contact with RSS
11-02	Work Foundation	ER & WP	
11-03	Send MoSO URL to RSS 12 Errol St	TB	
11-04	Obtain Vince Cable connection via Catherine Bithell	TB	
11-05	Talk to John Carlisle about Vince Cable	TB	
11-06	Vince Desmond 3 Actions from last mtg with him: 1. Further developing the compelling proposition realised in various forms from a 2500-word article to an 'elevator pitch'. 2. Build relationships with potential collaborations 3. Develop offerings from a one-day workshop (potential Masterclass) to a 20 minute/half-hour talk derived from the existing on the 'beyond bullet point' PowerPoint'.	AC/TR/DB	Outline of one-day workshop presented at meeting
11-07	Provocation Honda BAE Systems Free Pilot "In Company" to Several Organisations CQI – Vince & Catherine – Top 100	AA TB	
11-08	Communicate to 3 Pharma SIGs, incl BARQA, PIPA	RW	
11-09	Elevator Pitch A5 + MoSO Overview EPA5 = "Addressing the Challenges"		
11-10	MoSO Web pages next version to include Whys & What Next	TR	
11-11	Branches	See Appendix 2	Follow up next time also Branches & Regions Board
11-12	Connect with New CQI Ops Director	ER	
11-13	Civil Society Forum: Creating an open space to enable things to happen	ER	
11-14	Create e-book from MoSO webpage articles	AC/TP/TR	



Previous Actions

Draft One Day workshop "MoSO as a provocation" to be circulated by AC. Done at meeting.
Latest MoSO Powerpoint to be circulated by AC. Done 16/06/2011.

Voice of the System

Voice of the System A talk by Tony K of BT on MoSO and Systems Thinking including separating "signals from noise". There was some input from the "End to End Customer Group" in BT.

- In spite of the availability of charts there was still a demand to see all the (raw) numbers.
- Sometimes a tendency to over-value averages. End-to-end values are important to the customer.
- An impressive use of system dynamic diagrams to communicate to senior managers.

Engagement

Links to system thinking groups (eg SCiO)continue.

FH offered to be a link with the voluntary sector.

So far there have been a variety of response from Nigel Croft's excellent to others asking for a direct, simple connection to CEOs' perceived emotional needs (eg the purpose of my business). Also there is always an expressed desire for case studies and guides of how to make it practical, just short of instant pudding.

Actions see above. For CQI branches see Appendix 1

Use of Games

The following games were illustrated and discussed.

Game	Area	Time Required	Comment
Red Bead	SPC & PI	30 mins	
Funnel	SPC & PI	30 mins	
Beer Game	ST		
Dicing with Disaster	ST	2 hours min	From TOC Goldratt. Also called "APOP"
Sticklebricks		3 hours min	Make shapes from a drawing
PRISM		3 days (incl. other training)	

There was a suggestion for a short description to be included on the website/eBook.



Website New Developments and Hits

1. The words on the MoSO landing page have been updated (made more succinct) a couple of times - most recently at the beginning of June
2. Two videos have been linked to the MoSO landing page - Alan's 'trailer' and Mike's 'model'.
3. A 'header' note has been added to each of the three navigation button sections
4. The 'Operating System' page has been updated/renamed 'Your Operations' - as has the associated article
5. An article by Julian Simcox has been added to the SoPK page
6. A link to the Harvard MBA oath has been added to the Values page - thanks to Antony for suggesting this
7. The 'meal' Systems Thinking article has been added (An Exploration of ST for work and organizational settings)
8. In addition the Deming Special Interest Group (DEMSIG) page has also been updated.

Appreciation was widely expressed over Mike Upstone's video. At the time of the meeting it had had over 200 plays on You Tube.

Charts of the number of hits each month from January 2010 are given in Appendix 2.

Civil Society Forum

ER explained that the CSF was a newly formed forum to help address the organisational challenges in building civil society; a society that is effective at addressing our collective needs.

The CSF seeks to address:

- Finding ways of sustaining support in the face of drastic cuts
- Improving multi-agency response to complex needs
- Increasing local engagement
- Promoting business models and practice that meet the needs of all stakeholders
- Developing a culture of collaborative working

The envisaged outputs are:

- Individual learning & action
- Engagement & mobilisation
- Joint action
- Policy consultation

See www.civilsocietyforum.net for details, concepts and meetings.

See Appendix 3 for more details.

Future Meetings

8th September 2011 – The Voice of the Customer; Voluntary Sector invite NCVO?



8th December 2011 – Your Operating System

Review of meeting process

Review limited due to time constraints

+ Liked or Went Well

- Attendance was high
- Sandwiches of high quality

Δ Improvements or Suggestions

- Attendance too large for the room. Some members had to sit outside the door.

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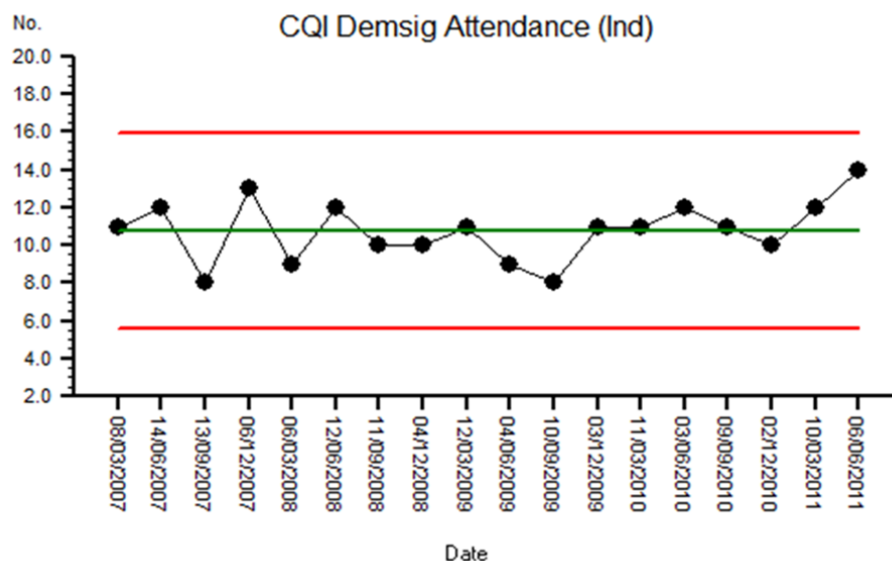
2011 Dates for Your Diary – Future DemSIG Meetings

Thursdays: **08 September, 08 December 2011**

ADDENDUM

Post Meeting News

The Chair has for some time been concerned about contingency, governance and succession planning of the Deming SIG. The Chair, Alan Clark, and Secretary, Terry Peterson, were returned unopposed after the call in for nominations sent out in November 2010. In order to provide contingency an email invitation was sent to the Steering Group for a new post of Vice-Chair. No offers were received and so Alan made direct approaches for a new position of Vice-Chair. Terry Rose was approached because he has been heavily involved in the development of the MoSO web pages and has agreed to become Vice-Chair. Tony Korycki has also been approached, primarily because he works in a large corporate, and has agreed to be Deputy Vice-Chair. Thank you both. Do please share your further thoughts, offers or suggestions for other posts



Note: Mean 10.8, UPL 15.9, LPL 5.6



Appendix 1

Branch	Sec	Telephone	Status
East of Scotland	Malcolm McKnight	sec.east@thecqiscotland.org	
North of Scotland	Paul Naysmith	07824 597441	
West of Scotland	Jeff Marven	sec.west@thecqiscotland.org	
Northern Ireland	Daniel McQuade	02890 726116	
Teesside	Julian French*	darlington@sandberg.co.uk	Contacted by MG
Tyneside	Duncan Scott	0191 548 0212	Contacted by MG
Cumbria	Geoff Edmondson	01229 772084	
Greater Manchester	Christopher Cowap	01282 419372	Contacted by TK
Yorkshire	Kay Darby	01709 543118	
Birmingham	Bob Hughes	01217 493 055	
Derby & Nottingham			
Leicester & Coventry	Mark Thistlethwaite	mark.thistlethwaite@trelleborg.com	
Wolverhampton	David Selmes	david.selmes@uk.bureauveritas.com	
Milton Keynes	Anthony Thompson	01908 582 11	AC, FH branch presentation
North London	Mayank Rawal (Chairman)	020 8205 3782	
G Peterborough & Cambridge	Geoffrey Parkinson	01223 896231	
South Anglia	Paul Matthews	paul@pro-excell.co.uk	
Chiltern	John Twomey	john@john2me.freeserve.co.uk	
Avon	Denise Ramsay	denise@daramsay.freeserve.co.uk	
Devon & Cornwall	Carol Ball	cball.dccqi@blueyonder.co.uk	
Gloucester	Gary Martin	01594 836992	
Wales	Geoff Cheetham	geoffc@rcthomes.co.uk	
Wessex	Lorna Dyter	01258 480188	
Kent	Steven Pettifer	steven.pettifer@baesystems.com	
London SE			
LondonSW	Ron Kumar	01932 779769	
Southern		cqi-south@tiscali.co.uk	AC, TP branch presentation
Surrey	Helen Bell	01483 574286	
Sussex			
Thames Valley	Brian Lord	01252 313910	

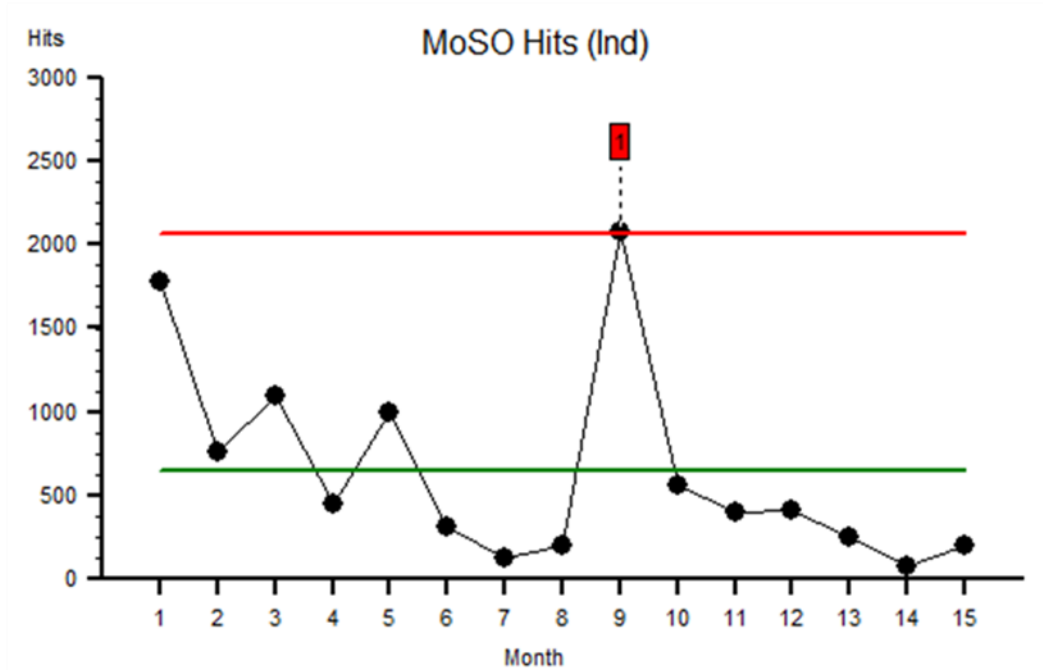
*Relinquishing post

Further details of branches on www.thecqi.org/community/branches

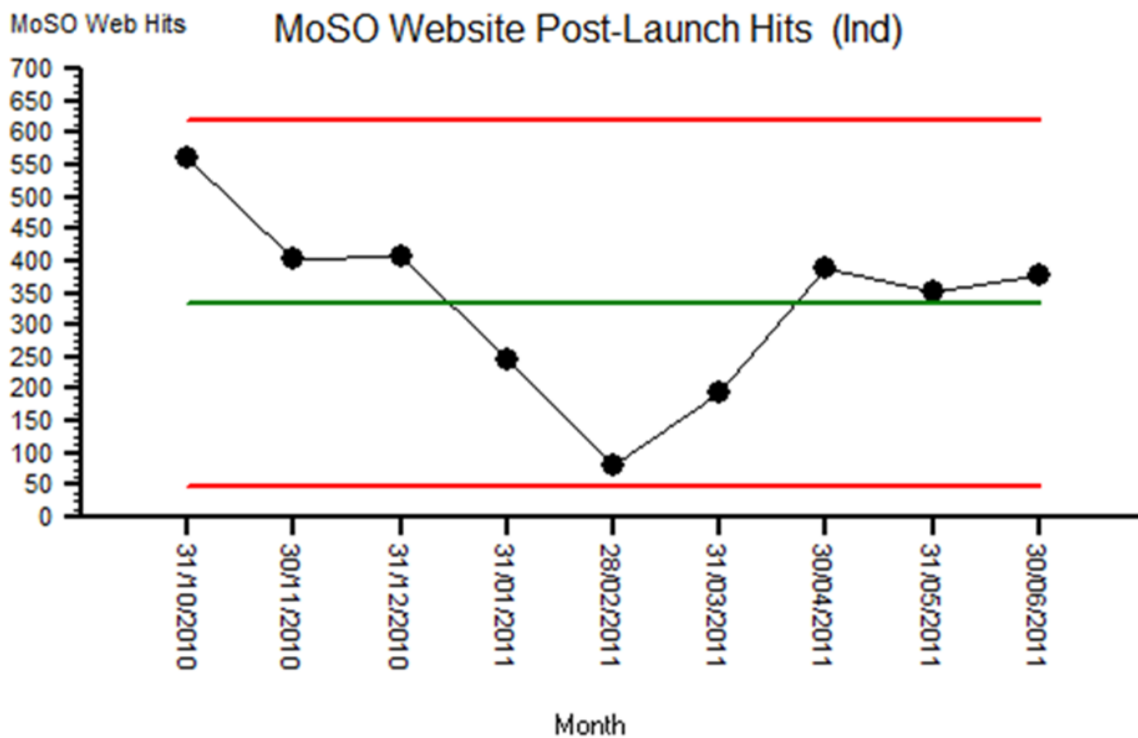


Appendix 2

MoSO Website Hits from January 2010



Note: Point 9 was in September 2010, in preparation for launch in October 2010.



Note: Mean 334, SD 95



Appendix 3

Further Information on the Civil Society Forum

What is the Civil Society Forum all about?

Civil society faces profound organisational and leadership challenges as we enter a new era. The failure of the banking system and subsequent financial collapse are predicted to lead to the biggest change in our way of life since World War II. Government does not and cannot have all the answers. So what role can we all play? And how we expand the contribution that we make to the collective interests of those involved in and effected by our work?

Building a stronger civil society requires us to tackle complex problems together, and the Civil Society Forum has been set up to enable leaders to engage with these challenges and make the most of the new opportunities as they emerge.

The Forum is focussed on holding the space for people to work together to 1) address the challenges and 2) to support people in developing the ways of working and organising that can create a future which more effectively serves our collective interests.

The Forum will provide open, supportive space for strategy and its implementation, collaboration and innovation, to share best practice and exchange ideas. The Forum is 'owned' by its members, and driven by a common need to explore new ideas and new ways of working in an increasingly challenging environment.

What are the next steps?

The Forum will be taken forward in a number of different ways, including by establishing [working groups](#), who will explore different key topics identified and run by members. These will have flexibility in the nature of activity but with a commitment to the principles of The Forum to enable maximum collective benefit.

The following themes are the initial work streams to be discussed, so do please take a look through these to see what might be of relevance and interest to yourself or your organization and if there are any others you would like to propose. Below are three upcoming events which you may like to join.

Theme 1:

- *Focus question: **How do we get better at working collaboratively? How do we transcend our pre-conditioning of working in silos, of behaviours, structures etc.***
- *Initial area of focus:* Sharing of experience and insight on collaboration and collaborative strategies, skills, models, case studies

Theme 2:

- *Focus question: **What are effective ways of working with dispersed groups of people / communities of interest and stimulating & supporting people to do things differently?***
- *Initial area of focus:* Using collaborative networks and support groups to stimulate and support change

Theme 3:

- *Focus question: **Why does commissioning spoil good work and how can it be done differently?***



- *Plans/timescales:* An open meeting 7th July to explore the territory. The proposal is work toward developing an approach to government and local government to put forward the Working Group's views.

The Forum also aims to provide that 'open space for discussion' in a number of different ways, to meet a range needs and the following are being considered.

- Rolling programme of Core Events, 4-6 weekly in London
- North of England launch
- Activity elsewhere?
- Other Themes and Working Groups?

Next Events

You are invited to the next general interest event on Tuesday July 19th from 1:30 – 5:30 pm at a venue in Central London. This will include a session on 'The Art of Collaboration by Professor John Carlisle, a leading authority on collaboration and organisational transformation and previous trainer on Top Government Development Programme. This will be followed by discussion groups on topics of joint interest to participants. See the attached flyer for more details and booking instructions.