

Map of Sustainable Organisation (MoSO)

Minutes of Open Group Meeting

Meeting Date: 9 Sept 2010

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

Attendees

Alan Clark chair, Anthony Aitken, Malcolm Gall, Alan Hodges, Fabian Hiscox, Tony Korycki, Will Pollard, Derek Richings, Terry Rose, Mike Upstone, Terry Peterson (hon. sec.)

Brian Allan-Accenture, David Bird –University of the Arts.

Apologies

Tony Brown, Esther Ridsdale, Carole Long, Rob Worth, Ron Ward, Ray Charlton

Outcomes to be worked towards during the day

The meeting aim was to hold **a highly interactive day**, around the open-source Model of Sustainable Organisation (MoSO), with the emphasis on discussions, both in small groups and in plenary, to understand the effectiveness of the MoSO self-examination.

Programme

- 10:00 Arrival, coffee and networking
- 10:30 Welcome, introductions and what success look like for the day Alan Clark
- 10:45 Presentation: MoSO – A Model (20 min), followed by small group discussion and feedback. *Alan Clark, Terry Rose*
- 12:45 Presentation: MoSO Element – Customers (20 min) followed by small group discussion and feedback. *Terry Peterson, Malcolm Gall*
- 14:30 Presentation: MoSO Fundamental – Systems Thinking (20 min) followed by small group discussion and feedback. *Tony Korycki (Esther Ridsdale)*
- 16:00 Close

FEEDBACK on Presentations – Flipcharts from Small Groups

MoSO Overview

How does MoSO lead to sustainability? **Need evidence / case studies.**

What problems does it solve?

It's practical. It's a tool. It's functional.

Typically change is unduly painful, stressful and unsuccessful. The advantage of organic growth and development – it's LESS stressful than the traditional approach, it's less disruptive, less fearful, less prone to short term crises, it's incremental – except inside our heads!

A way to USE the PEOPLE as a resource to develop the organisation, to devolve responsibilities / stress.

Incorporate feedback from the Voices and thereby REDUCE risk. A disciplined way of thinking, underpinned by communication / feedback - with a function / intent to clarify and improve.

A way of getting ahead of your competitors.

Pull from business leaders. Leadership, strategy terms. Leadership is the challenge.

Clarify concepts, clarity of outcomes, clarity of purpose.

Understand relationships / connectedness.

Linguistics crucial e.g. "co-ordination".

New perspectives – think differently about your organisation.

"MODEL" term may not be acceptable in all situations – what about MAP?

Could use MoSO as an induction / training tool.

Flow not hierarchy

MoSO Element: Customers

Who is the customer?

Customer doesn't know what they want – help them learn

To satisfy the customer is not enough.

Quality of interaction with the customer, primacy, moments of truth.

MoSO Fundamental: Systems Thinking

Understand "joined-up-ness".

Design/redesign the system not the organisation.

Helps ask critical questions.

Wood and trees.

Different perspective - CATWOE.

ACTION

Promoting MoSO

- CQI members – contact Bryony Murdoch, list of leaders of CQI branches – provide test to promote MoSO to them and offer presentation at each of the branch meetings AC/TP
- **Customer = business leaders**, more than quality professionals! Senior / middle management. Who do you know?
- Consultant practitioners. ADC????
- Students of the “Subject”. MBA’s. Academia

Feedback

- Support Catherine Bithell as Director External Affairs as required. We should also volunteer to be members of the CQI professionals panel. We have a wide range of experience including construction, chemicals, automotive, public sector, higher education, etc.
- Networking by DemSIG members. Use your existing relationships. Communicate the offer, did it stimulate? Is our statement of user requirements valid? FH
- **Need statement of benefits to be added. – Possibly Lead Author to review Benefits article and its home page in the light of 09th September meeting** MG
- Design review/moderation process to agree changes to MoSO and text TK
- WIIFM?

MoSO problems we need to:

- Clarify the idea / concept.
- Focus on outcomes.
- Overcome assumptions / resistance.
- Need second level of MoSO’s aimed at Health care, Business, Not for Profit Business, Education, etc.
- Interface with SDG

Next Steps

- Video: Learn from the videos that Will took of the meeting. AV Professional booked for December meeting.
- Set up MoSO LinkedIn Groups: MoSO Admin and MoSO Community
- ST paper being updated with SCiO feedback and will need self-test questions adding
- **Case Studies need to be developed, both full-length articles and the single sheet ‘brief cases’.**
- Would it be more accessible to call it a Map or a Model? Park this – stay with Model
- **Cut in the change ‘Your Operations’ instead of ‘Operating System’**
- Circulate MoSO launch to Branches and offer to provide a speaker
- **02nd December 2010 programme to be agreed and publicised well in advance.**
- 2011 programme

MEETING PROCESS REVIEW

+ Liked or Went Well

- Found discussions interesting
- Morning session went well – answering questions
- Lunch time food better
- Great feedback from two guests
- Interesting feedback, listening, etc

Δ Improvements or Suggestions

- No cakes!! Mince pies at 2nd Dec meeting? Donor/sponsor required?
- Need to be clearer what the meetings are for. (See Actions)
- How would feedback on MoSO be handled? [Processes?]
- Malcolm was under used
- MoSO should consider outside-in
- Systems Thinking methods needs more work or drop from presentation. Needs examples and benefits
- Mike to email his précis of the MoSO benefits
- Circulate the three presentations from today
- Could December 2nd meeting be a time to reflect?

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榧 2010 Dates for Your Diary – Future DEMSIG Meetings

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