



Connection

CMI members only newsletter



A Twitter brainstorm ... why on earth would you??

Ever considered using social technology within your change program?

CMI recently spoke with Luc Gallopin, Managing Director of Reply Management (<http://www.reply-mc.com>) and creator of the first recent global Twitter brainstorm on Organisational Change.

1. What was your purpose?

I had two short term objectives, these were to test how we can brainstorm using new media – thereby learning its strengths and weaknesses; and tap into the wisdom of a crowd of Organisational Change experts in a dialogue mode.

Longer term this is about creating a tribe. The [Organisational Change Practitioners group on LinkedIn](#) may be the largest network in the area of organisational

change. But at present it is just a group, not a tribe. People do not (yet) pride themselves of being part of it. We have a message: Organisational Change Management (OCM) should be centre stage in any organisation. We are on a mission and clarifying this mission is what will make this group into a tribe: OCM and a focus on the people side of change is vital for any organisation.

2. Why a Twitter brainstorm?

Although some good conversations and learning takes place within the Organisational Change Practitioners Group on LinkedIn, my gut feeling tells me that we can do more with that community. So I created the [Twitter Account @ocpractitioner](#). It is a very awkward feeling to do something without any prior example. Putting my reputation on the line in front of 9000+ peers is not something I do every day...

“A Twitter what??” So I had sweaty hands and nothing more than a gut feeling that it might just work. It was a pure experiment.

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Don't miss this years...



12-13 August

CMI National Conference - Benchmarks, Boundaries & Beyond. This two day conference has been carefully crafted to provide an opportunity to hear from the top people in the change management field, to gain an overview of 'best practice' and what it means to be an effective change management practitioner in 2010.

- Attend workshops on the benchmarks for the new competency model
- Listen to case studies from organisations that are pushing the boundaries
- Preview the latest trends and research of today and beyond

BOOK NOW and use your special promotion code (CMIChange2010) to receive a member discount. Go to www.change-management-institute.com for further information.

Stand out from the crowd... become Accredited

When we first embarked on the CMI journey, we conducted a series of focus groups with practitioners and business users. Feedback from experienced Change Managers indicated frustration with comments like "everyone thinks they are a Change Manager". You told us the profession was being discredited by a lack of definition and poor quality practitioners.

The message came through loud and clear that accreditation was seen as a major benefit from a professional body. So after 18 months of research, consultation and review, we have developed the Change Management Practitioner Competency Model.

To support the competency model, we will be officially launching our Accreditation Program during the Benchmark, Boundaries & Beyond conference in August.

The Accreditation Program is designed to assess what practitioners do, not what they know and therefore is separate from all forms of training. This is something we are excited to see launched and we already have several large organisations in Australia speaking with us to ensure their change managers are accredited.

Keep an eye on the CMI website for more information contact Helen Campbell at accreditation@change-management-institute.com.

TAX TIME

Don't forget to print off your membership receipt so you can claim it in your tax return. Just log onto the members area and go to the orders section to print it off. Simple!



2. What did you learn?

About trying something new

On a personal level this initiative takes a bit of courage to fight a certain amount of self doubt. It is a matter of getting out of the way and letting the community do the work. Trusting the community to self regulate and preparing to accept the course the community will take as a reaction is a big thing.

About brainstorming

I have found that the human interaction 'rules of the game' are as valid online as they are face-to-face. The real value of brainstorming clearly remains: people at the same time in the same (virtual) room. Interaction is key for ideas to come out. Participants whose time zone did not match and who contributed later read through the tweets; retweeted some and reacted to others. But the dynamic was gone. Looking at a board full of post-its from a brainstorm is nice and can be energizing. You can even add yours but when you notice that you are the only one in the room, the enthusiasm soon fades away.

About the process & technology

Like a face-to-face brainstorm I have noted that the first 40 minutes are the best and then it seems like the brains have been emptied. Another fascinating thing is new measurements that come with using the technology, for example: number of participants, number of tweets, number of retweets (RT) etc. It is important to have every participant tweet at least his presence so the others know they are not alone in the room and that their brain eruptions will not go unnoticed and RT is something we will need to educate the participants on - "if you like an idea you should RT it". That is a virtual way to vote for an idea.

Twitter is not a replacement for discussions. Rather, it is a layer of interaction that comes on top of it. The medium restricts you to 140 characters which really is an advantage because you need to craft your reaction before you post it by asking: 'what exactly do I want to say?'

3. How people can get involved?

My guess is that there were some people participating and a lot of people watching the brainstorm as it unfolded like watching a wrestling game in the ring. That is OK for the first time. I would like to take this and craft it into a habit for our community so that one day any member in need for ideas can call out to the community and request a brainstorm. And that's where Twitter brainstorming really will start to add value to our community.

4. Upcoming brainstorms?

Keep an eye on the Organisational Change Practitioners [LinkedIn](#) discussion for further brainstorms.



I am a member of CMI... now what?

As a member of CMI you automatically get access to interesting and valuable tools and information. Log on to the members section of the website to access the following benefits:

- book reviews (read about the latest books and thoughts on change);
- tools & templates library (download tools to help you manage resistance, analyse stakeholders, define change etc.);
- a blog (join the conversation with the Change Community and learn from others, you can post job offers and job proposals here);
- 360 tool feedback tool (access a tool that provides valuable feedback on your performance as a change practitioner, from all angles)

As a member you will also receive discounts to CMI and partner events such as the upcoming Benchmark, Boundaries and Beyond conference in August 2010. And you get to receive member newsletters from us with lots of useful and practical information on change.

Mark your diaries - events coming up

27 May 2010: CMI Networking drinks (Melbourne) contact: CMIinfo@change-management-institute.com

8 June 2010: CMI 'End of Financial Year' Networking Drinks (Brisbane) contact: CMIinfo@change-management-institute.com

8 June 2010: CMI Networking drinks (Sydney) contact: CMIinfo@change-management-institute.com

23 June 2010: [Find Your Strongest Life](#) - What the Happiest and Most Successful Women Do Differently seminar by Marcus Buckingham

24 June 2010: [The Strong Manager](#) - Building a Strengths Culture in your Organisation workshop by Marcus Buckingham

26 June 2010: Competency model workshop (Sydney) contact: accreditation@change-management-institute.com

12 & 13 August 2010: [Benchmarks, Boundaries & Beyond](#) conference by Change Management Institute



Useful sites:

Time for a cuppa and a surf

1. Viralchange

Learn how to create a tipping point for change - visit www.viralchange.net

2. Values at Work

Want to create cultural change from the inside out... look at <http://www.valuesatwork.org/>

3. Wake up Sydney

Change at a social level - check out the new kindness revolution gaining momentum in Australia <http://www.wakeupaustralia.com.au/home.aspx>

4. Social Media

Watch this video from Clay Shirky on how social media is reshaping how we communicate with each other - http://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history.html

5. Finding the bright spots

Read this article by Dan Heath the author of the latest book on change - SWITCH <http://www.fastcompany.com/video/find-the-bright-spots>

Authors we go gooey for

Peter Senge - fantastic brain and leading thinker in the change and learning space. Books to watch out for include: [The Fifth Discipline: The Art and Practice of the Learning Organisation](#) & [Presence](#).

