

COMMUNICATIONS FOR CHANGE AND REFORM

PRESENTED TO:

Name : Date

COURSE STRUCTURE

9 March

Presentation

Gordon Ferrier

This course is designed to introduce you to some key ideas regarding how to approach the design of a communications programme for PFM change and reform. It is intended to be rather different from anything you are likely to have seen before. And it lays the groundwork for some practical work that you will be asked to do as the second component of the course.

10 - 16 March

Group Work

Course Participants

The core component of the course is a set of guided activities that are designed to have you explore the key concepts introduced in the first session. You will be assigned to groups to carry out a series of tasks that will require you to think about and try out the ideas introduced in that first session. Be prepared to have fun, and to learn some new things about communications for change and reform.

17 March

Group Presentations

Course Participants
Course Leader

This is your opportunity to show what you have learned about the *Cynefin* Framework, Networks and Capacity, all in relation to communications for change and reform. You'll be invited to present your ideas, in any way you want, and to discuss those with the other participants and the Course Leader. You'll also be offered some feedback on what you have done, to think about when you go back into the office.

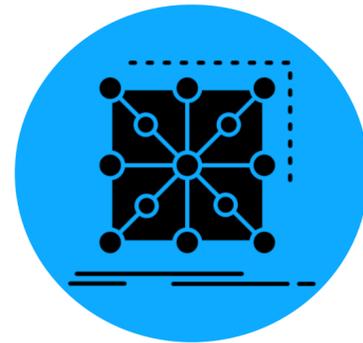
The Future

Individuals

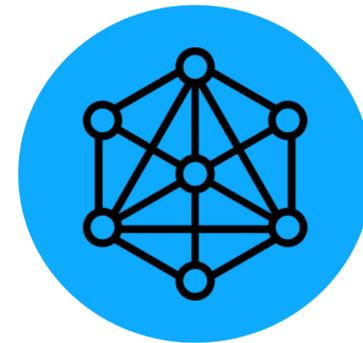
Course Participants

As you think about the ideas introduced in the course you may want to ask questions about some of them, or to test out your understanding as it emerges over time. You'll have access to the Course Leader during that time, so take advantage of that and ask as many questions as you can think of. There's no extra charge for being curious, and lots to gain.

COURSE CONTENT



**The Cynefin
Framework**

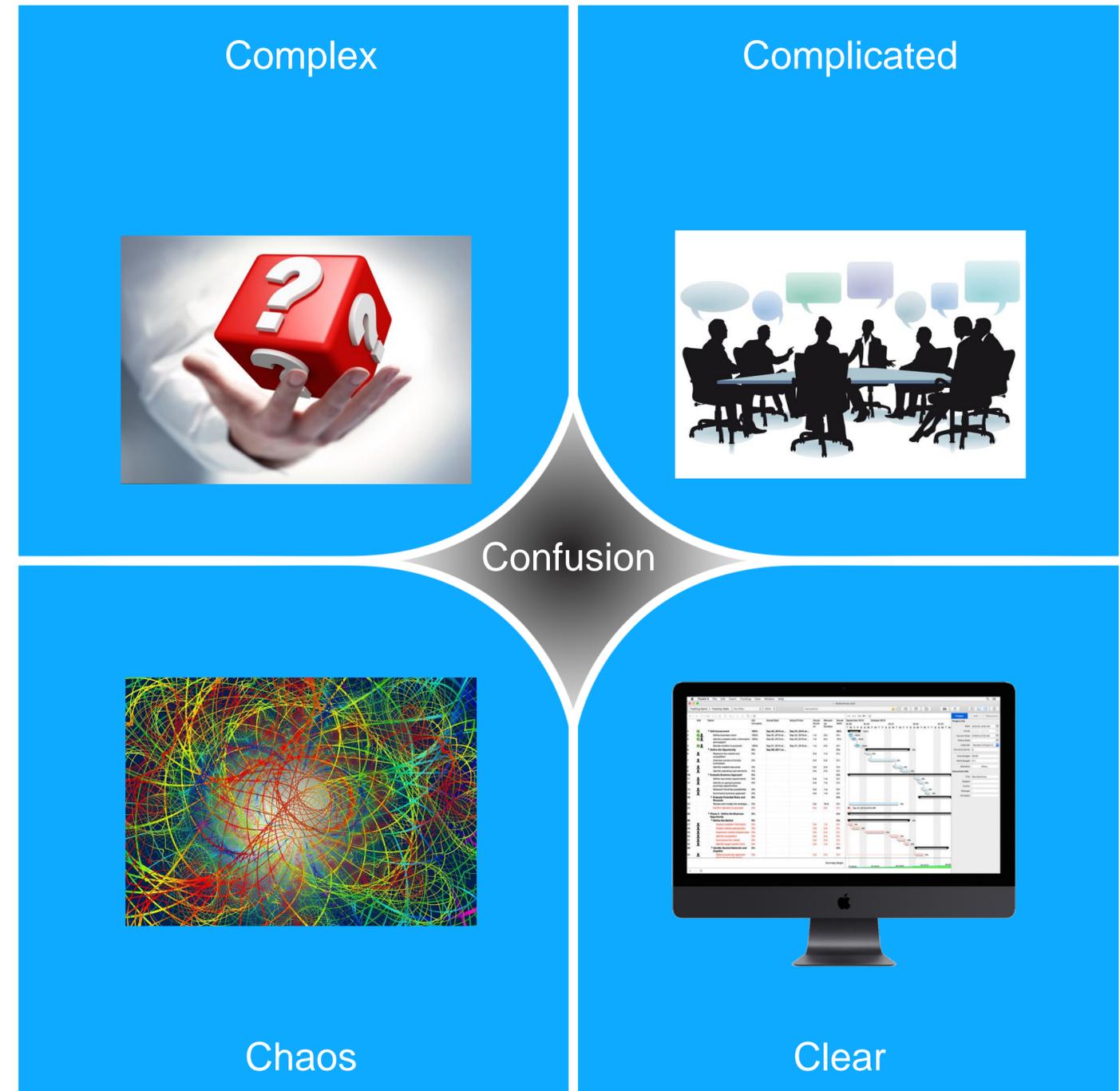
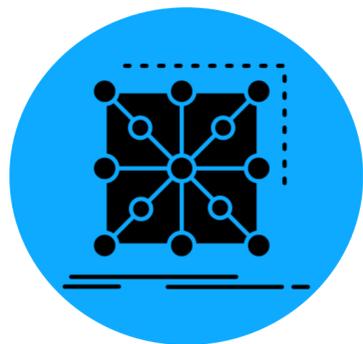


Networks

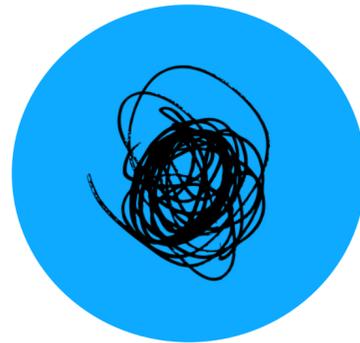


Capacity

THE CYNEFIN FRAMEWORK



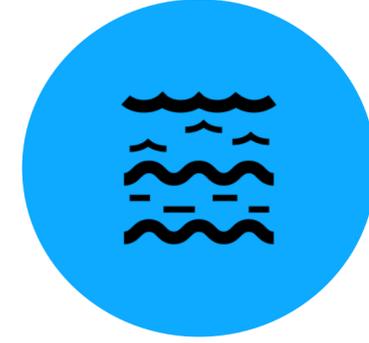
CYNEFIN ORGANISING PRINCIPLES



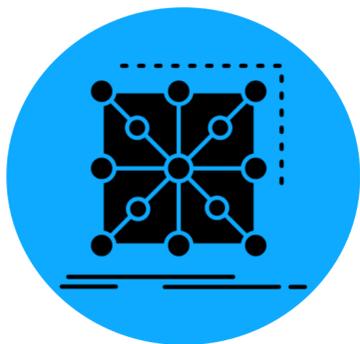
**Messy
Coherence**



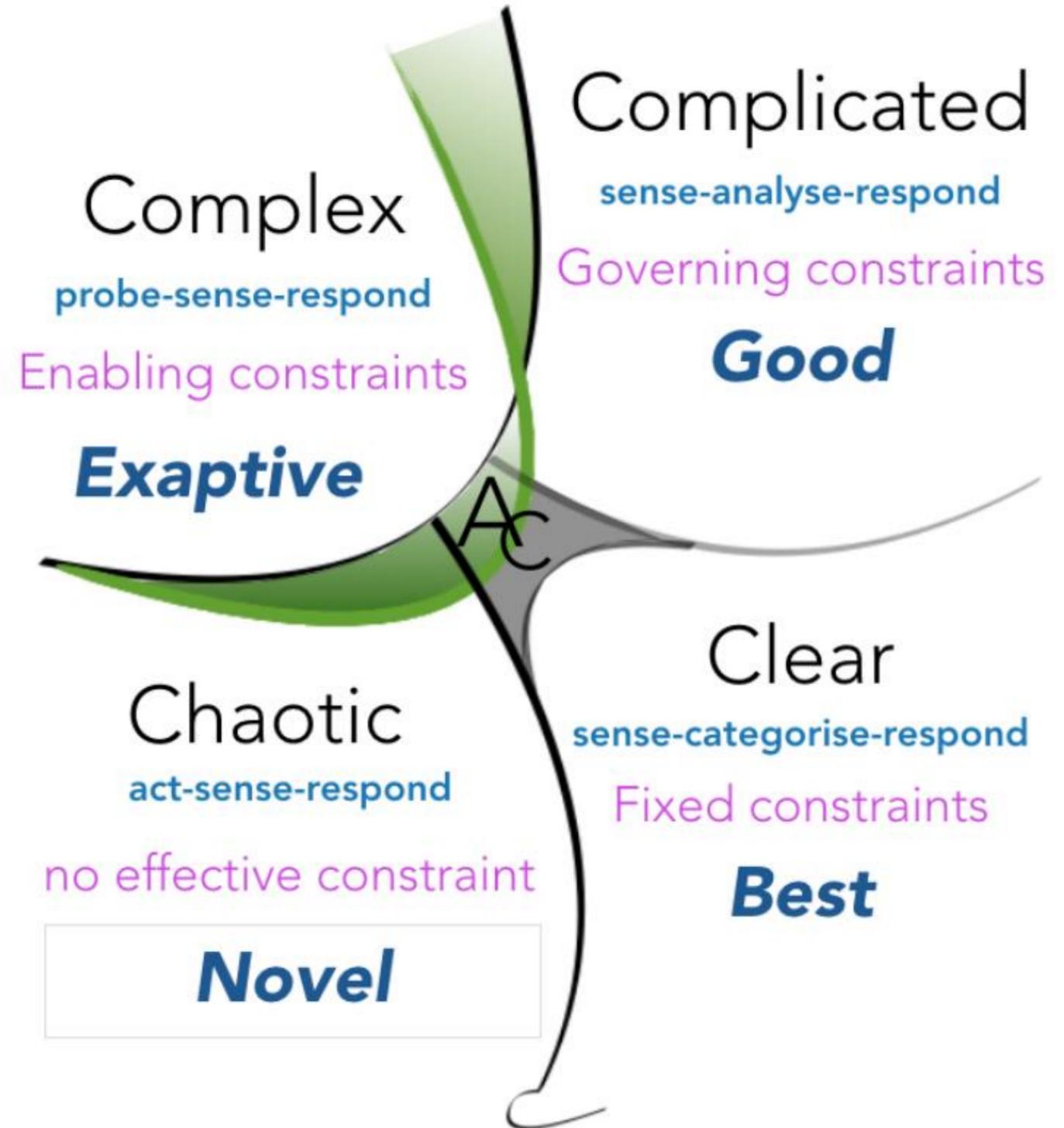
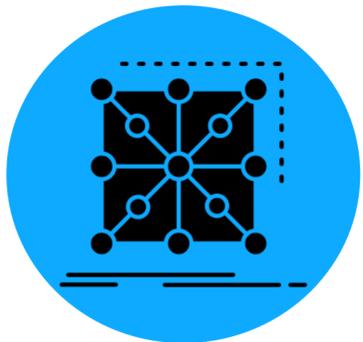
**Self-
Awareness &
Self-Discovery**



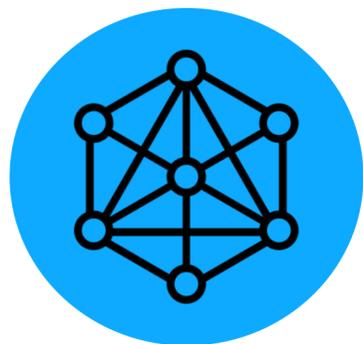
Timing & Flow



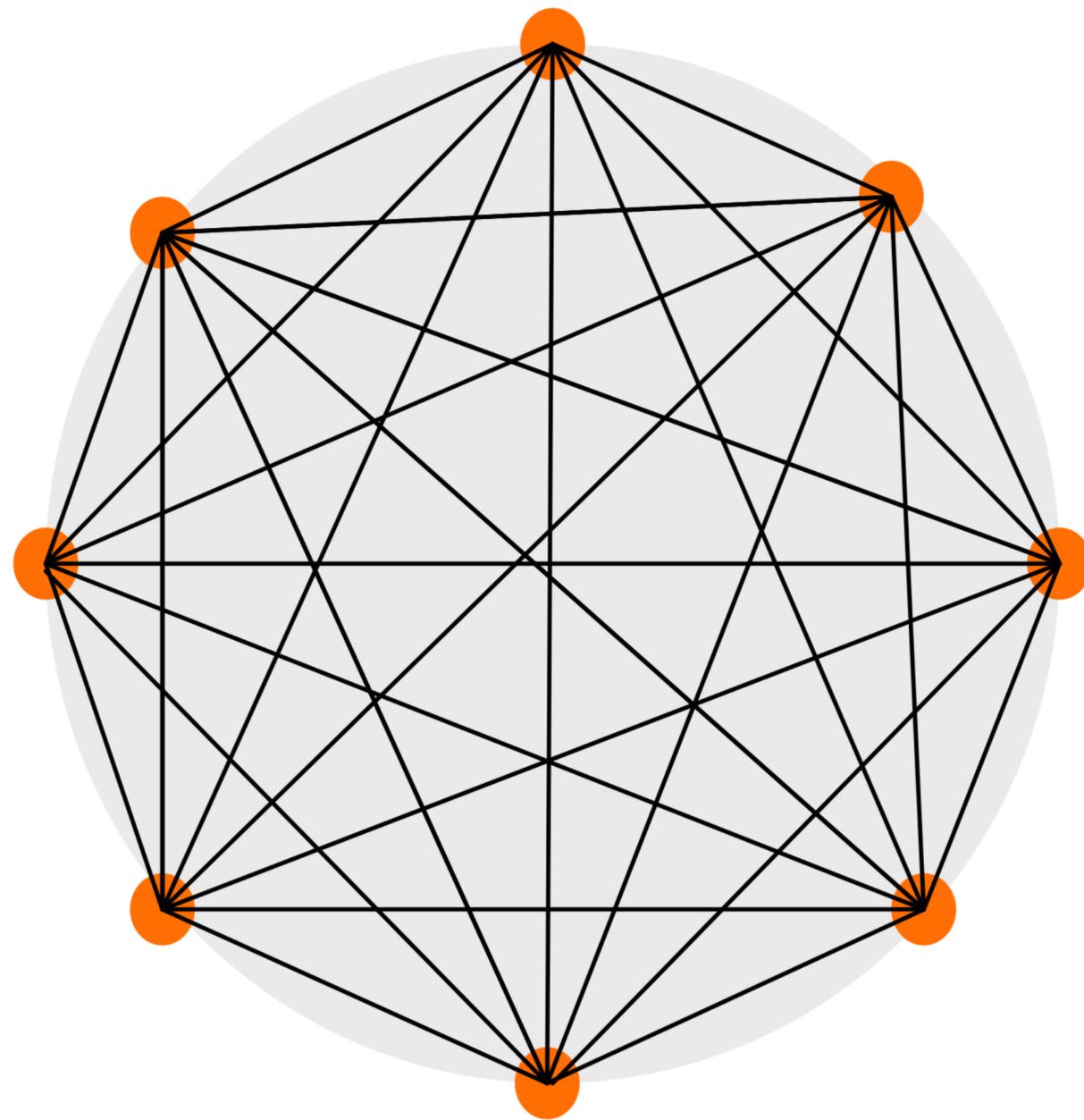
CYNEFIN: HOW TO ACT



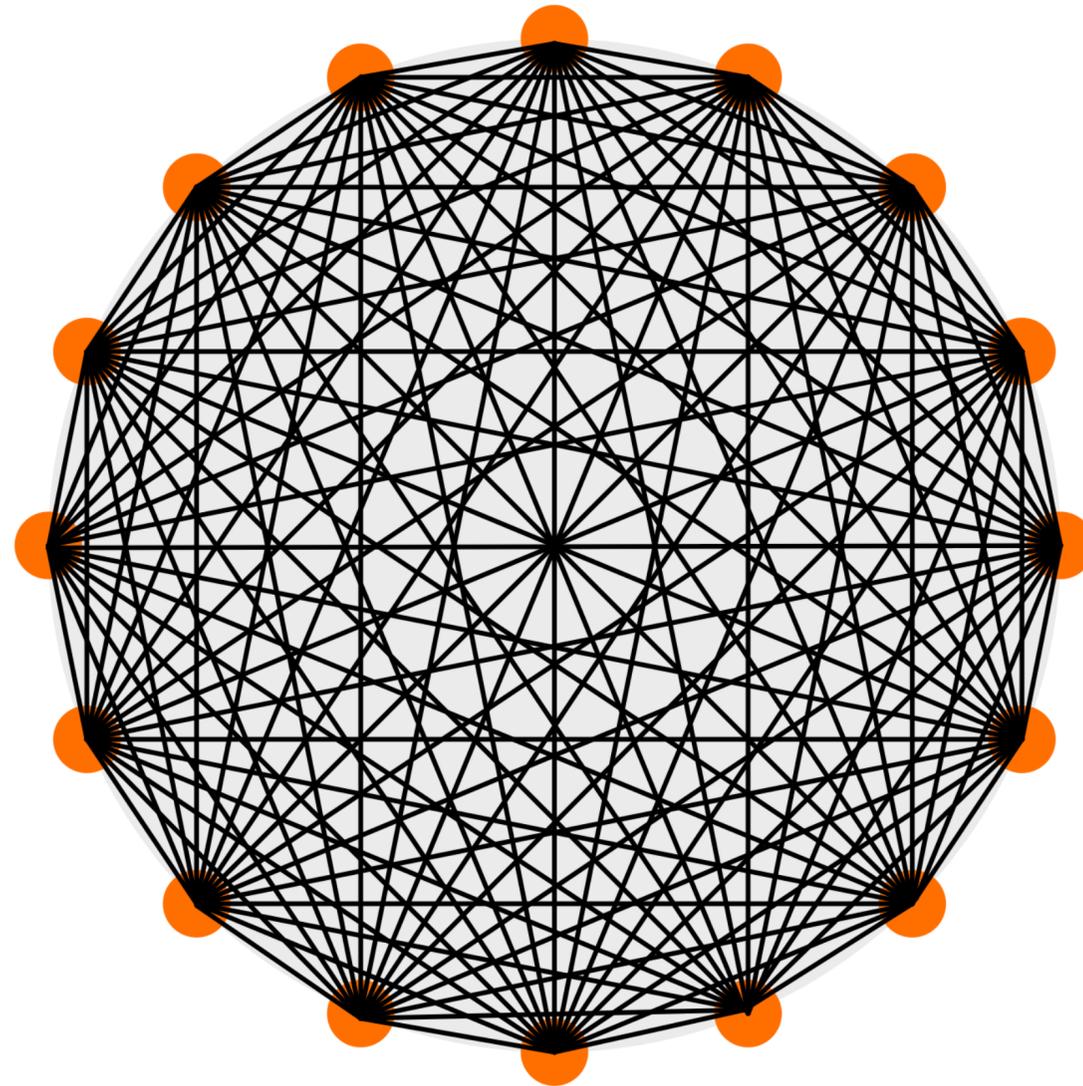
NETWORKS



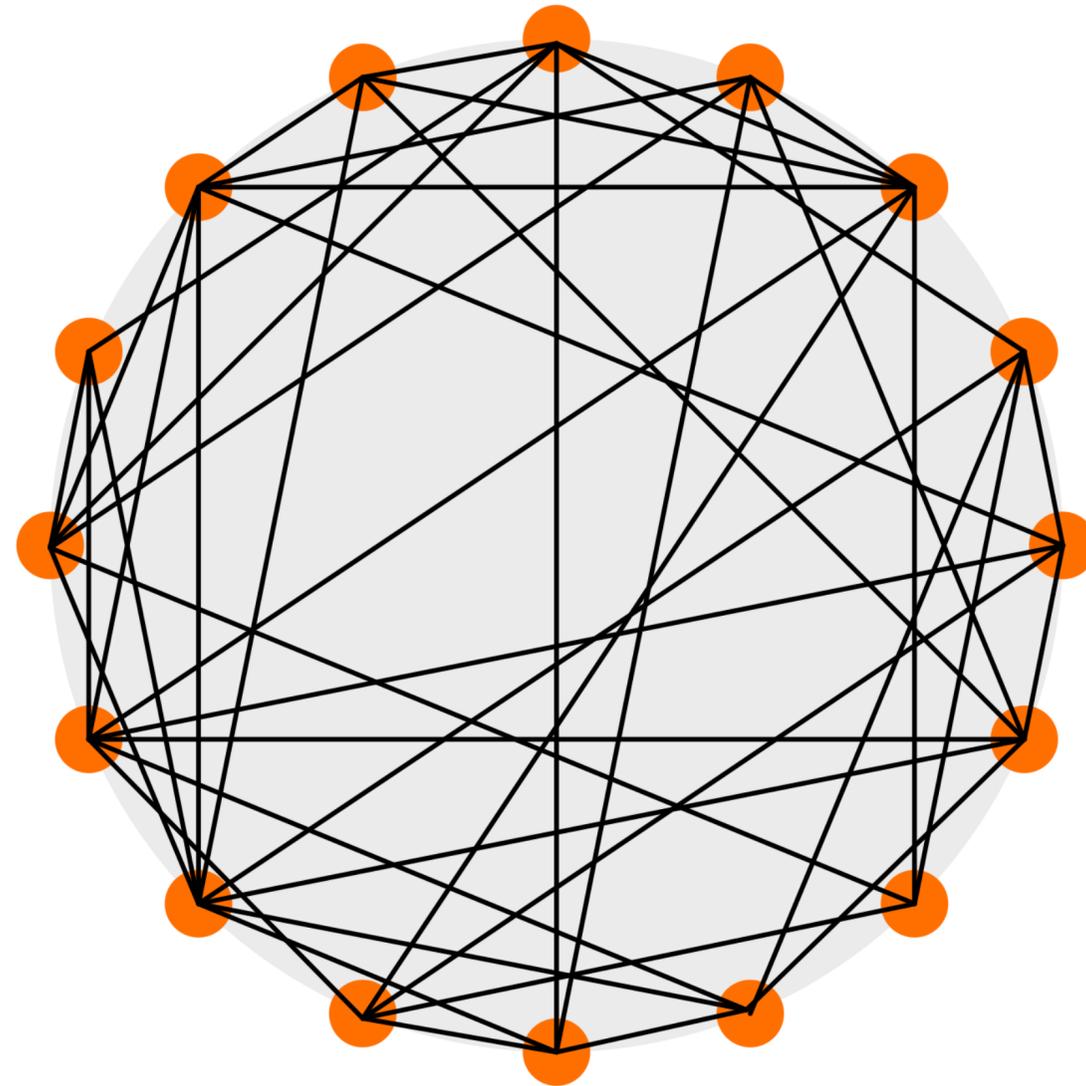
A SMALL NETWORK



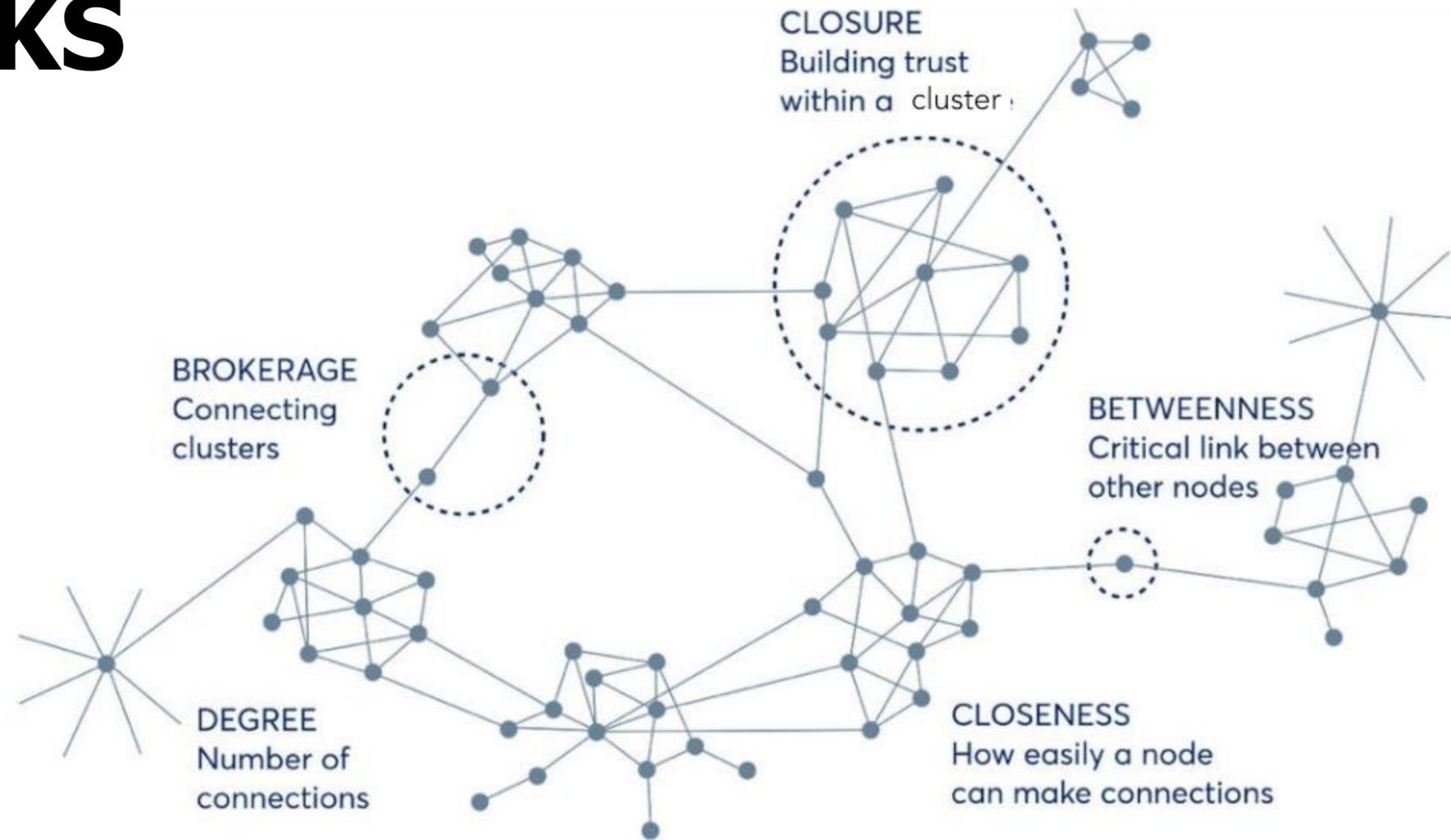
A BIGGER NETWORK



A REALISTIC NETWORK?

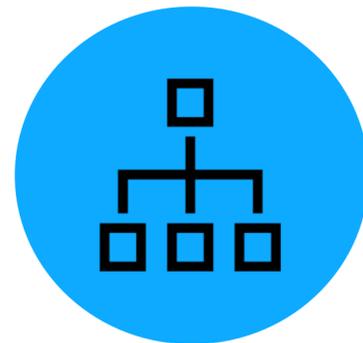


POWER IN NETWORKS



From The Connected Company, by Dave Gray

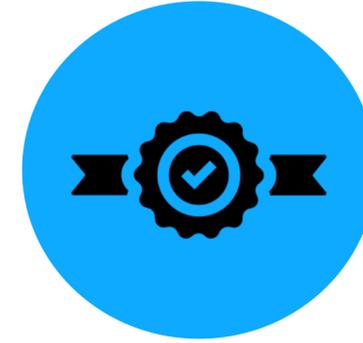
CONTROL IN NETWORKS



**Betweenness
in Hierarchies**



**Network Size
Effects**



Critical Factors

CAPACITY

Capacity is that **emergent** combination of individual **competencies** and collective **capabilities** that enables a human system to create value.

In philosophy, systems theory, science, and art, emergence is conceived as a process whereby larger entities, patterns, and regularities arise through interactions among smaller or simpler entities that themselves do not exhibit such properties.



CORE CAPABILITIES

Commit & Engage

Carry out technical,
service delivery &
logistical tasks

Relate & attract
resources & support

Balance diversity &
coherence

Adapt & self-renew



COMMUNICATIONS FOR CHANGE AND REFORM

PRESENTED TO:

Name : Date