COMMUNICATIONS FOR CHANGE AND REFORM

PRESENTED TO:
Name : Date
## COURSE STRUCTURE

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**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.

**Course Participants**

The core component of the course is a set of guided activities that are designed to have you explore the key concepts introduction 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.

**Course Participants**

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.

**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
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