



Opening the communication channels:

How can we build an effective network?



“When you do the common things in life in an uncommon way, you will command the attention of the world.”

George Washington Carver



Introduction

- ✦ Complex network - frequent change and constant communication
- ✦ New modes of communication
- ✦ Easy to take communication for granted
- ✦ Important issues:
 - ◆ Role of communication
 - ◆ Reducing potential toxicity
 - ◆ Is more better?
 - ◆ Effective sharing of information
 - ◆ Are 'relationships' important to communication?



“It is what we think we know
already that often prevents us
from learning.”

Claude Bernard, French Physiologist



Session Outline

✦ Three Steps:

- ◆ Understanding the Vision
- ◆ Creating and Building the Vision
- ◆ Rules of Engagement

✦ Conclusion - recommendations



“We cannot solve our problems with
the same thinking we used when
we created them.”

Albert Einstein



The Vision:

An effective network
characterised by open
communication channels



Understanding the Vision


Step One:

- ✦ How do we know when we are part of an effective network with open communication channels?
- ✦ What are the key features of such a network ?



Success factors of high performing organisations

- ✦ Clarity of purpose
- ✦ Effective Interfaces
- ✦ Effective sharing of information
- ✦ Consistent leadership behaviour



“If we are to be really great people...we cannot avoid meeting great issues. All that we can determine for ourselves is whether we shall meet them well or ill.”


Theodore Roosevelt



Creating and Building the Vision

Step Two:

- ✦ What will ensure success?
- ✦ What will distract from success?



“Because conversation is the natural way that humans think together, it is, like all life, messy. The practice of conversation takes courage, faith, and time. We don’t get it right the first time, and we don’t have to.”


Margaret Wheatley, *Turning to One Another*



Rules of Engagement

Step Three:

- ✦ What are the guiding principles for effective communication across this network?
- ✦ What are the key priorities?



“Innovation occurs for many reasons, including greed, ambition, conviction, happenstance, acts of nature, mistakes and desperation. But one force above all seems to facilitate the process. The easier it is to communicate, the faster change happens.”

James Burke, *Connections* (1995 ED.)




Conclusion

- ✦ Review outcomes of this workshop
- ✦ Recommendations to ADGP Board



“The world thus appears as a complicated tissue of events, in which connections of different kinds alternate or overlap or combine and thereby determine the texture of the whole.”

Werner Heisenberg
Physics and Philosophy



“Sometimes when I consider
what tremendous
consequences come from
little things...
I am tempted to think...
there are no little things.”

Bruce Barton