

**Purposes of Strategic Sketch:**

Share what we have learned from the process and the input gathered from various stakeholders and friends

- **Board process:** The Board decided to engage in a facilitated, participated Strategic Visioning process. Our 5-person Planning Design Team created the process for examining critical elements of our current work and future direction. The team designed the December 2019 and February 2020 programs to gather critical stakeholder input from members, partners, clients and friends.
- **Stakeholder input:** In December, we created over-arching themes looking back from 2025, describing what the Oregon OD Network had done since the 2020 strategic planning process
  - a stronger network with more diverse membership,
  - better outreach and “branding”,
  - significant partnering with other networks of change professionals,
  - a role in coordinating collaboration across disciplines on major projects, and
  - having an impact on the quality of organizational life in the region.
- **Environmental Trends and the future of jobs/work:** In February session, Steve Brown, former Intel Futurist, described for us the future of jobs and work with the advent of blended teams of people and cobots, and the increased use of AI. Active discussion produced a number of threads that OD can explore as this reality becomes more present, if we take steps to equip ourselves and our colleagues with the skills to deal with organizational dynamics of the future.

Describe the structure of our thinking developed in our design process (assessment lenses) and to be applied as criteria for developing strategic initiatives and programming to support them:

- Using value-added or values-driven thinking;
- Considering a broad and diverse range of OODN stakeholders including and beyond our membership;
- Focusing program content on specific outcomes for particular stakeholder groups, (e.g., CCP/hands-on experience and service; and
- Strengthening the network with each programmatic offering (e.g., monthly program designs including participation and networking)

This Strategic Sketch that looks at our current offerings through these 4 lenses and identifies possible directions/opportunities for the incoming Board to consider and for interested members to undertake for development and implementation over the coming year. Fleshing out these opportunities to expand/enrich our current offerings and adopt new ones will form the major portion of the work for incoming Board for the 2020-2021 year.

**Overview: Big Picture / Vision**

Based on our values of Learning, Connection, Service and Sustainability, the Oregon OD Network has a clear role in increasing the positive impact of Organization Development and related Change Disciplines on the effectiveness of organizations, employers and communities in our region.

**Possible OODN Strategic Roles to increase positive impact:**

1. Develop skills and experience for OD Professionals at all stages in their careers.
2. Build connection, cooperation and collaboration across partner Change Disciplines\* to achieve integrated flexibility and increase membership diversity within the OODN and across the field.
3. Increase the visibility of Organization Development as a resource for improving organizational effectiveness with area Change Practitioners, employers, educators and communities.
4. Connect practitioners and potential users of OD Services and practices.
5. Collaborate with those experimenting with technology development and integration, to identify ways it will impact the ways Organization Development and other Change Discipline practitioners can support the emerging future of jobs and the future of work.
6. Develop resources to support the on-going activities of the Oregon Organization Development Network, including organizational infrastructure, policies and a range of financial sources.

\*Change Disciplines include HR, Leadership Development, Training and Development, Change Management, Coaching,

**TACTICS / PROGRAMS / ACTIVITIES VIEWED THROUGH THE LENSES OF STAKEHOLDER / VALUE-ADDED:**

<b>Current Programs</b>	<b>Program Type (strategic roles)</b>	<b>Stakeholder Group</b>	<b>Value-added</b>	<b>Format/Structure Possible Opportunities</b>
Community Consulting Program CCP	(1, 3, 4)	Practitioners: Early career	Skills development Experience with actual client work Connection to experienced/senior practitioners Service to clients/non-profits	Current Structure focuses on short projects with non-profit organizations
		Practitioners: experienced Practitioners: Senior	Content and leadership skills development Actual client work/service Connection to other practitioners	Opportunity 1: expand to for-profit clients, for increased impact, outreach and \$\$  Opportunity 2: expand CCP geographic reach—Southern OR region?
		Client orgs/groups	Access to experienced OD practitioners Increased understanding of positive value of OD practices and methods Improved operational performance	
Monthly Programs	(1, 2, 3, 4)	Practitioners: Early career Practitioners: experienced	Skills development; New concept exposure Connection with other practitioners and change disciplines	Current format: face-to-face monthly meetings on topics of interest designed to include participation/ networking  Emergent format: Transfer to virtual format and twice monthly meetings
		Practitioners: Senior	Above + Opportunities to present and connect with other senior and client folks	Opportunity 1: Co-produce programs with partner organizations and/or employers and/or educators (Mind Map Theme)
		Partner organizations	Same as practitioner value-add	
		Client orgs/groups	Exposure to OD Topics and skills and to practitioners Improved operational performance	Opportunity 2: Collaborate on multi-disciplinary, large scale gatherings on complex regional issues important to practitioners and/or employers. (Mind Map Theme)
Mind Share	(2, 3)	All practitioners Clients? Partners? TBD	Connection around issues of current importance to those who show up.	Unstructured sharing and dialogical interaction → Virtual format
OD Fundamentals	(1, 2, 3, 6)	All practitioners, employers, partners	Skills development	Content-focused Series

OD Fundamentals (cont'd)			Connection with practitioners internal and external;	Opportunity 1: Second series focused on OD interventions
		Senior Practitioners	Opportunity to present and learn	Opportunity 2: Third series focused on OD skills to support “blended teams” and AI integration
Board and Committee participation	(1, 2, 3, 6)	All members	<ul style="list-style-type: none"> <li>• Skills development in Leadership, communication, planning, financial management</li> <li>• Connection with other members, practitioners, and partner organizations</li> <li>• Service to the organization, e.g., new by-laws, etc.</li> <li>• Contribution to Sustainability of OODN, e.g., different funding sources</li> <li>• Connection with employer, education and client communities</li> </ul>	Meetings and consultations; Tasks described in the By-laws. Self-managing

<b>Areas for Future Development</b>	General development area		
	Membership Diversity and Numbers (1, 2, 6)		
	Partnership Connections (1, 2, 3, 5, 6)		
	Employer/client connections (1, 3, 4, 5, 6)		
	Structural and Financial resources including sponsorships (1, 2, 3, 4, 5, 6)		