A Movement of Ideas for Growth Results

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Grassroots-driven organisational model

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Organisational model

An organizational model, also called an organizational structure, defines an organization through its framework, including lines of authority, communications, duties and resource allocations.

A model is *driven by the organization’s goals* and serves as the context in which processes operate. ... *The ideal model depends on the nature of the business and the challenges it faces.* In turn, the model determines the number of employees (volunteers) needed and their required skill sets.
2 minutes

• Take a white paper
• Draw the structure of your organisation as thoroughly as you can
3 minutes

• List all the communication channels/decision making levels you can think of
Before we dig in organisational models...
Let’s ground our reflection on 3 main observations

• The world we live in
• Our competitors
• Gen Y

• Insights, external trends
• The other opportunities for members and volunteers
• The volunteers or the force behind our educational model
The world we live in
Our competitors
Girl effect
Their programme in Rwanda?
Their programme in Ethiopia?
What about their mobile project?
Each year, Avaaz sets overall priorities through all-member polls (See 2014 poll results here), and campaign ideas are polled and tested weekly to 10,000-member random samples—and only initiatives that find a strong response are taken to scale. Campaigns that do reach the full membership are then super-charged by, often, hundreds of thousands of Avaaz members taking part within days or even hours.
- Avaaz website, 2015

Today, thanks to new technology and a rising ethic of global interdependence, that constraint no longer applies. Where other global civil society groups are composed of issue-specific networks of national chapters, each with its own staff, budget, and decision-making structure, Avaaz has a single, global team with a mandate to work on any issue of public concern--allowing campaigns of extraordinary nimbleness, flexibility, focus, and scale.
- Avaaz website, 2015

Avaaz is only five years old, but has exploded to become the globe's largest and most powerful online activist network.
— The Guardian, 2012
Gen Y
Who are Generation Y and Where Do They Fit in the Workforce?

...ambitious
56% of expect to be in a managerial role within 3 years of starting

...competitive
An average of 83 compete for one job

...connected
63% are on LinkedIn, and they’re using it to look for work

...hard-working
1 in 7 are working 50 hours a week or more

...waiting for employers to impress them
Although 75% of recent say they’re proud to work for their employer, 57% expect to leave within 2 years

...mobile
90% are willing to relocate within the UK or even overseas to land a job
We don't want to become a clickativism movement? Too much business language?
The fundamentals
• Purpose
• Values/learning outcomes
• Method
Purpose

- Mission
- Vision
- ...

...
Values

• Integrity
• Citizenship
• Spirituality
Method

• Learning in small groups
• Learning by doing
• My path my pace
• Connecting with others
• Connecting with my world
Exercise

In groups:

• List the advantages and disadvantages of a flat vs. a hierarchical organisational model and compare

• How do you think a complex hierarchical structure can hinder your performance in today’s world?
Exercise

In groups:

• Reflect on how you could make small changes to your organisational model so that it could fit the moving world, compete with others and motivate and respond to your volunteers needs (think Gen Y)
Thank you.