



# The GOOD News

## August 2009 GOOD Bimonthly Meeting Recap

**“Web 2.0, Social Networking, and Technology:  
How Does OD Get “Linked In”?”**  
Friday, August 14th - 8:30am-12:30pm

A hot topic around the world and a specific interest area for our group considering its presence as one of the April Open Space Technology discussion groups, “Web 2.0”, Social Networking, and other recently developed collaborative technologies are beginning to broaden the landscape of the OD profession (whether we are ready for it or not!). Personal and professional boundaries have blurred, globalization has ramped up, and generations are clashing over embracing versus resisting new technological trends. *(continued on page 5)*

**Facilitators:**

- Pam Barry, Senior Product Manager, Neighborhood America
- Kathy Potts, Director of OD & L, HSN *(Internal Breakout)*
- Jenna Papakalos, President of JRMP Enterprises, Inc. *(External Breakout)*
- Kristin Chase, VP Communications for GOOD & Mgr, OD, Universal Orlando



*Kathy*



*Pam*



*Jenna*



*Kristin*

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Want to discuss Web 2.0 technologies in more detail with fellow members? Start a discussion in the GOOD group on [www.linkedin.com](http://www.linkedin.com) or consider leading a SIG (see our survey on pg. 6) on this topic!



### OD at the Movies: Sci-Fi Movie District 9 Delivers Powerful Messages

Celia Szelwach, OD/Ethics Professional and New GOOD Member



Who would have thought Sci-Fi flicks could deliver such intriguing OD lessons?

When I joined my family to watch the latest Sci-Fi movie, District 9, I expected to be pleasantly entertained not bombarded by OD messages embedded in high performance special effects! From the movie's start, my mind worked overtime as I gobbled popcorn and drove my husband crazy with my endless comments about the underlying messages District 9 conveys.

I don't want to reveal too much for those who haven't seen District 9; however, if you see it, watch for some of the following themes:

**Diversity and Inclusion:** The obvious lesson from the film is the stark portrayal of managing differences between humans and "prawns"—the derogatory and prejudicial term for the alien visitors stranded on Earth. Fear of these differences causes humans to segregate and shun the prawns who have far more advanced equipment based on biotechnology. Do humans share more in common with the prawns than they are willing to acknowledge? By the end of the film, you be the judge.

**Ethics:** Another apparent lesson from District 9 focuses on the unethical decisions and actions undertaken by the leaders and scientists of MNU, the corporation hired to evict the aliens and relocate them to even smaller and more deplorable camps. MNU's corporate culture condones nepotism (as evidenced by the lead character's promotion by his father-in-law), biomedical experimentation on live subjects (human and prawn), murder, retribution for speaking out (one of the characters is unjustly imprisoned for disclosing the company's actions) and use of the media to spread misinformation. MNU could represent any combination of today's organizations making headlines for ethical missteps. Does a living organism lose basic rights to fair treatment because of differences in genetics or origin?

**Conflict and Collaboration:** Hand in hand with the mismanagement of differences mentioned above is the eventual shift from conflict to collaboration that occurs for the lead character who discovers that individual survival during change relies on a collaborative, team-based approach. It is only through mutual trust and interdependence that the human and prawn in this conflict can discover creative solutions to manage the change and transition successfully.

**Learning:** After two decades of co-existence with the prawns, humans have discovered little about their technologies. Instead of respect for what they can learn, humans mock, isolate, experiment on, and treat the prawns as inferior; thereby, losing opportunities to advance their own technological evolution. The opportunity cost from this lack of learning from differences is unknown. Fortunately, one character does benefit through lessons gained from the prawns (in less than 74 hours) and survives the change by adaptation and collaboration.

**Change and Personal Transformation:** The change campaign MNU attempts to wage by evicting the prawns without their understanding, involvement, or buy-in reflects unsuccessful change initiatives that occur in many organizations. In this case, the lead character was woefully unprepared to lead the change desired by MNU's executives and ends up altered in the process. This transformation reminds me of the personal metamorphosis we undergo as change agents—"we must be the change we wish to see" as Gandhi proclaimed. In this case, the lead character transforms emotionally and physically during a distinct transition process espoused by Dr. William Bridges...an "ending" including loss of past relationships, a neutral zone including new learning, and a "new beginning" is readily observable. At the end of the movie, only by seeking to understand (and to empathize with) the aliens, does the lead character become the courageous change agent who deviates from the status quo and generates positive change (at least for some characters in the movie).

Oh, did I mention the cat food and Nigerian gang in District 9? You'll have to see the movie to find out...

Share your thoughts on the GOOD Network LinkedIn group discussion board at <http://www.linkedin.com/groups>.

Member Name	Affiliation
Frank, Serena	DM&A
Grant, Linda	Magical Motivation
Hyman, Elizabeth	Ypartnership
LaBranche, Randall	Operation Explore, Inc.
Johnson, Mel	Hyatt Regency Grand Cypress



**As a reminder, all members will be asked to renew their dues on an annual basis in January. Plan ahead now to continue to join us as a member for all of our great events in 2010!**

**More details to be posted before end of 2009 on the "Events" section of our website on event dates and times for Jan-June 2010.**

**This Month's Member Spotlight**



**Randall LaBranche**  
Operation Explore, Inc.

**What is your specific area of expertise within the OD field?**

*I am currently Director of Business Development for Operation Explore, Inc. an experiential training company based out of Jupiter, FL. My 'expertise' I guess started with my studies at FSU in I/O*

*Psychology and then I took it a step further with a Master of Science Degree at Golden Gate University concentrating on Organizational Behavior. Most of my OD work has revolved around working with companies in the areas of Leadership and Team Development. I am kind of a 'jack of all trades' in OD as I program manage sessions, design programs and facilitate workshops ranging from conflict resolution to large team building events.*

**What do you love most about what you do?**

*Recently, I've had the opportunity to be involved in some Team Community Outreach Programs that focus on team building and giving back to the community. We partner with the Heart of Florida United Way and Camp Boggy Creek and there is nothing better than seeing the smile on a child's face who receives something from one of our events. Watching children from the Autism Society of Greater Orlando all get brand new bikes from one of our programs was as great an experience I have ever had in this field. I love designing events and programs that involve giving back to children and families.*

**What is the one "hot topic" relevant to OD that is on your mind right now?**

*With the current speed of change, Change Management has been a major focus of ours. Teams, managers and leaders are being faced with challenges in this economic climate that they have never seen.*

*We are constantly researching and collecting new change management tools to stay ahead of the demands we are seeing. Staying creative and designing new experiences for our clients is something I love to do and is keeping me very busy.*

**What quick tip, idea, or tool relevant to OD can you share with us?**

*Mentioning all of the design work we do to keep up with change, there is a great website that most people aren't familiar with that focuses on mental models, design and learning retention. It is called [The Periodic Table of Visualization Methods](#) and there is a whole lot of stuff that might come in handy for design work.*

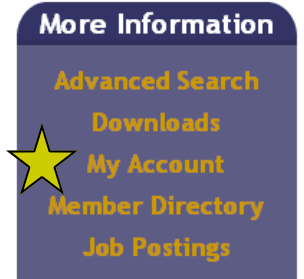
**What do you find most valuable about the GOOD Network?**

*For the short time I have been involved with the GOOD Network, I have truly enjoyed the relationships I have built with some of the members. I have had great 'offline' discussions revolving around OD issues and other parts of our industry that are affecting all of us at this time. It is nice to share ideas and thoughts with professionals in similar areas.*

# Share Your Expertise and Info in Your Online GOOD Member Profile

Those of you who have been out to [www.goodnetwork.us](http://www.goodnetwork.us) lately have seen some of the exciting enhancements that have been made to our site! Our Member Directory is a key feature of the new site that we need your help to keep updated.

Below is a look at the Member Directory information that is available to you online today about other active paid members of our organization. Note that there is a feature to directly email another member and to share emails and phone numbers if desired (not required). The Member Directory can be both sorted and searched for an individual.



Member List

GOOD Network > Member List Logged in as: **Kristin Chase** | Your Control Panel | Member List | Logout

**NOTE: Your Private Email Address will be visible to recipients when sending emails via this page.**

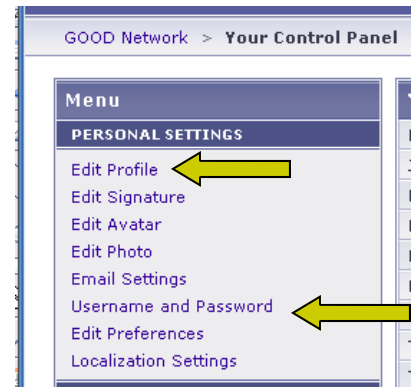
Name	Send Email	Company	City	Specialty	Public Email	Public Phone
Sherry	<input type="button" value="EMAIL"/>	Seminole County Health Department	Mount Dora	Teambuilding and Team Effectiveness		
Simon Lia	<input type="button" value="EMAIL"/>	GEMS Consulting				
Steve Urquhart	<input type="button" value="EMAIL"/>	Workforce Florida	Tallahassee	Performance and Talent Management	steveurquhart@gmail.com	407-497-6934
Susan Covington	<input type="button" value="EMAIL"/>	Convergys Corporation				
Suzan	<input type="button" value="EMAIL"/>	Tupperware Brands Corporation	Orlando	Leadership Development		
Teri	<input type="button" value="EMAIL"/>	T.A.Yanovitch, Inc.	Longwood	Process Improvement/Six Sigma/Lean	ty@retainloyalcustomers.com	407 788-7765
Test Member	<input type="button" value="EMAIL"/>	Excellent Company	Orlando	Classical/Orthodox OD		
Tony	<input type="button" value="EMAIL"/>	Tupperware Brands Corporation	Orlando	Organizational Dynamics/Culture		
Tony Marchesseault	<input type="button" value="EMAIL"/>	Eagle Training Group		** Please Select **		
Tonya Alberico	<input type="button" value="EMAIL"/>	HD Supply				

Members  Member Name  Ascending  10

You can log in and keep your profile information up to date by going to “My Account” and selecting “Edit Profile” to update the following sections visible to other members:

- Company
- City
- Specialty
- Public email
- Public phone

If you prefer not to receive emails from other members via the site, you can disable this function under the “Email Settings” menu option.



If you would like to adjust the name shown to others in the Member Directory, you can do so by going to “My Account” and selecting “Username and Password”. The “Screen Name” is the name that is visible to other members. You can also change your Username used to log into our site or your password from this same menu.

Please take 5 minutes today to log in and review your profile data for accuracy so all members can stay up to date. Thank you and let us know if you have other comments regarding the new site!

-GOOD Network Communications Team  
[info@goodnetwork.us](mailto:info@goodnetwork.us)

**Username and Password**

\* Username

\* Screen Name

**Password Change Form**  
 Leave blank if you do not wish to change it

New Password

New Password Confirm

\* Your Existing Password  
 You must submit the current password to update this page

\* Indicates required fields

## Professional Development Opportunity



Are you ready to find out how dialogue skills can help you deal with life's challenges head-on? How to avoid dealing with the symptoms and resolve the root-cause issues once and for all? To equip you for these never ending challenges you need Crucial Conversations skills.

This world-class award-winning workshop will be offered to the public on October 19<sup>th</sup> & 20<sup>th</sup> at Darden's brand new world headquarters right off the Beachline and John Young Parkway. For those of you in a leadership, HR or training role, immediately following this mastery course, on October 21<sup>st</sup> & 22<sup>nd</sup> there is a train-the-trainer certification class, which, upon completion, prepares and licenses you to facilitate this workshop within your own organization.

If you deal with lack of performance, mediocre results, waning accountability, teams that are at war with each other, or avoiding the issue at all costs, then Crucial Conversations can help you achieve breakthrough results and enhanced relationships, simultaneously.

If you or your leadership team is struggling to make tough financial choices in regards to the fiscal crisis we are dealing with, then ask us for the new Financial Agility research study we just completed. No surprises, it clearly shows how teams with the skills to hold Crucial Conversations well, make better, faster, more engaged and effective decisions than those who do not have these skills. We'll be happy to send you a free copy of this study, simply ask for it. For more information, contact Simon Lia, GOOD Member, at:

*GEMS Consulting, Inc.*  
 407-397-4357 (office)  
[slia@gemsconsultinginc.com](mailto:slia@gemsconsultinginc.com)



Visit the "News" tab of our website for some resources and links shared at our Web 2.0 August meeting!

### August Meeting Recap (continued from page 1)



This session focused on what we as OD professionals should be doing now to prepare ourselves and our organizations to better capitalize on these growing trends to bring value, efficiency, and new perspectives into our workplaces. Our facilitators provided background research, analysis of the



various Web 2.0 related tools that could serve the workplace, a case study at HSN of Web 2.0 integration supported by the Learning/OD function, and facilitated breakout groups for internal or external consultants where considerations and best practices were shared.



As a conclusion to this session, our new GOOD Network website was previewed as an example of how our own organization is expanding our reach in terms of networking, information sharing, and online presence.





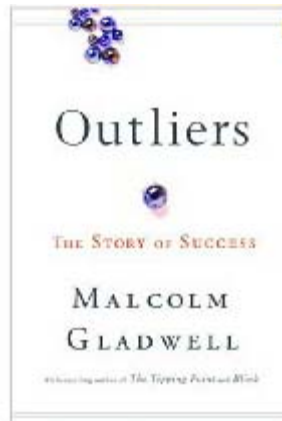
**Greater Orlando  
Organizational  
Development  
Network**

**General E-mail:**

[info@goodnetwork.us](mailto:info@goodnetwork.us)

Founded in 2003, the Greater Orlando Organization Development (GOOD) Network is an organization for Organization Development (OD) professionals who are dedicated to continuous learning and sharing of best practices, tools, and techniques.

**GOOD Events — See [www.GOODNetwork.us](http://www.GOODNetwork.us) for more details**



**4th Quarter Book Club—Monday, November 2nd—6:30pm at Jason’s Deli**

Join us for a chat about Malcolm Gladwell’s latest on “Outliers”! RSVP at

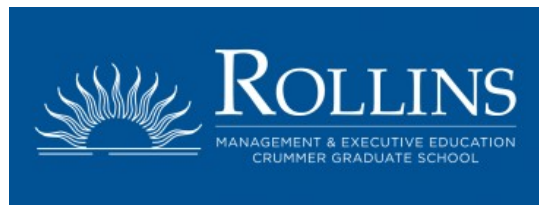
[http://goodnetwork.us/index.php/events/detail/2009\\_4th\\_quarter\\_book\\_club\\_meeting/](http://goodnetwork.us/index.php/events/detail/2009_4th_quarter_book_club_meeting/)

**Final Bi-Monthly Meeting of 2009—Friday, December 4th, 8:30am-12:30pm  
Metrics, Alignment & Assessment with [InfoTool](#)—Speakers: Stan & George Labovitz**

**OD Network Conference 2009  
October 18-21  
Sheraton  
Seattle Washington**



**2009 Keynote speakers include...**



Special thanks again to Rollins College M&EE program for sponsoring our October Special Event bi-monthly meeting with Dr. Robert Marshak! Look for a recap and pictures in our next newsletter!

**WE'RE ON THE NET!**

[WWW.GOODNETWORK.US](http://WWW.GOODNETWORK.US)



**Special Interest Group (SIG) Survey**

The GOOD Network continues to grow and evolve in order to support the development needs of its members. An example of this growth will be the implementation of Special Interest Groups (SIGs) to address OD/LD topics not covered in our bi-monthly meetings or of interest to a selected group of members.

Please complete a 5 minute survey at the following link by Monday, October 19th to help us understand whether you would like to participate in or lead one of these groups:

[http://www.surveymonkey.com/s.aspx?sm=AD83Tz4D\\_2bYERZcs7KClcXg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=AD83Tz4D_2bYERZcs7KClcXg_3d_3d)