

A graphic featuring several stylized hands in green, blue, and orange, reaching upwards to hold a green plant with three leaves. The background consists of horizontal stripes in light blue, green, and orange.

# Cultivating Sustainable COMMUNITIES



CHESAPEAKE BAY ORGANIZATION DEVELOPMENT NETWORK

## **Chesapeake Bay Organization Development Network ANNUAL CONFERENCE**

**#CBODN**

**April 24 & 25, 2015**

College Park Marriott Hotel & Conference Center • 3501 University Blvd., East Hyattsville, MD 20783

Let's connect on social media!

# CULTIVATING SUSTAINABLE COMMUNITIES



Annual Conference  
April 24 & 25, 2015



scan QR codes  
to quickly  
access apps

If viewing onscreen,  
click on the QR code  
or URL to access link.



FACEBOOK



<https://twitter.com/CBODN>

- Follow @CBODN
- Tweet using #CBODN15
- Tweet a photo from the conference
- Search #s and retweet to spread the message

<https://www.facebook.com/CBODN>

- Like the CBODN page
- Post your current status and use #CBODN15
- Share posts from CBODN and CBODN members with your friends



INSTAGRAM



<http://instagram.com/cbodn>

- Follow @CBODN
- Post a photo from the conference
- Use and search #CBODN15 to like and repost



LINKED IN



Conference:

<http://tinyurl.com/CBODN2015>

- Follow the CBODN Conference or Members page
- Like our updates and share them with your connections

Members:

<http://tinyurl.com/CBODNLinkedIn>



HASHTAGS

#CBODN15  
#CBODN

[www.CBODNconference.org](http://www.CBODNconference.org)

# WELCOME!

**G**reetings and thank you for joining CBODN as we conclude a three-year theme of *Constructing OD for the Future*. We invite you to learn, grow, share and inspire as we explore this year's theme, *Cultivating Sustainable Communities!*

We began this journey by questioning what sustainability means within the context of organization development (OD). We gathered insights from our faithful conference team volunteers, our CBODN Board members, CBODN members attending the 30th Anniversary gathering, Community of Practice (CoP) Leaders and our conference team advisors Chuck Appleby and Katherine Farquhar. Our goals/priorities for the conference included the tools necessary for organizations' success, how we might co-create road maps with clients to sustain outcomes of interventions, and what we as practitioners need to sustain our own work and communities of practice. We discovered that by focusing on the triple-bottom line of People, Planet and Profit we could provide a platform to address a topic, which at times seems elusive.

There are several things that make the 2015 CBODN Conference unique and here is just a glimpse of what to expect:

- Stephanie Brown and Karen Mack shared the role of conference director, a new model for the conference. This was a creative, collaborative blend of skills and strengths. We took a multi-disciplinary direction to the topic, actively recruiting presenters from OD as well as coaches, facilitators, trainers, improv gurus and design thinkers. As a result, we formed new relationships and partners for CBODN to sustain our collective practices.
- The conference committee's programming team conducted a webinar to introduce our keynote presenter, Judith E. Glaser, to engage the community with Conversational Intelligence®. In addition, we have increased the number of post-conference workshops.
- We are pleased that this conference is being held at the UMUC Marriott, a LEED Certified facility that aligns with our theme of sustainability. An executive from the UMUC Marriott will share their journey toward creating sustainable solutions.
- Finally, we are excited to honor Matt Minahan a pioneer with CBODN, as our sustaining member. For more than 27 years, Matt has been a committed contributor to our local OD community and is currently serving as Chair of the Organization Development Network Board of Trustees. We invite you to review the agenda and to participate fully. By doing so, you are well on your way to cultivating sustainability in your community.

Again, thank you for investing your time and attention in the CBODN annual conference. We would not be able to do this without your participation. We appreciate you, our sponsors, our conference planning team and the CBODN's Board for your commitment to sustaining this organization!

Appreciatively,

Stephanie Brown, MSOD and Karen Mack, MSOD  
2015 Conference Co-Directors

## TABLE OF CONTENTS

Schedule At-A-Glance	2
Meet the Board	4
Conference Team	6
Graphic Recorders	7
Communities of Practice	8
Sponsors/Vendors	10

### Friday Program:

Opening Plenary	14
Keynote Speaker	14
Program Track A	16
Midday Plenary	18
Program Track B	20
Program Track C	22
Closing Plenary	24
Recognition	25

### Saturday Workshops

26



CHESAPEAKE BAY ORGANIZATION DEVELOPMENT NETWORK

1325 G Street NW, Suite 500  
Washington, DC 20005  
PHONE: (202) 686-1314  
EMAIL: admin@cbodn.org

# CONFERENCE SCHEDULE Friday, April 24

MODELS, TOOLS & TECHNIQUES	SYSTEM WIDE APPROACH	LEADERSHIP	SELF-AWARENESS & REFLECTION	PEOPLE, PLANET, PROFIT	SOCIAL MEDIA & TECHNOLOGY
Registration with Coffee and Light Breakfast					
Opening Plenary with Keynote Speaker, Judith E. Glaser: Conversational Intelligence™ How Great Leaders Build Trust and Get Extraordinary Results					
Break					
CONCURRENT SESSIONS A					
<b>Appreciative Inquiry: Leveraging a Sustainable Positive Intervention</b>  Shannon Polly, MAPP Room 2110	<b>Establishing Sustainable Organizations through Cultural Transparency</b>  Paul Eder, PhD & Fred Panzer, PhD Room 2111	<b>Developing Leaders and Organizations for Complexity</b>  Penny Potter, MSOD, PCC, PMP Room 2115	<b>Augmenting the Natural Powers within You, a Natural Systems Approach</b>  Dr. William Smith Room 2102	<b>Insider’s Perspective on Promises and Pitfalls of Social Enterprise Consulting</b>  Kimberley Jutze Room 2112	<b>Using Social Media to Build Sustainable Communities</b>  Daria Steigman Room 2104
Midday Plenary with Lunch and Fireside Chat with Dorothy Agger-Gupta, Elena Feliz and David Osborne					
Break					
CONCURRENT SESSIONS B					
<b>Off the Wall and Onto the Table</b>  Nancy Letsinger and John Hall Room 2101	<b>High Impact, Sustainable Federal Organizations</b>  Robin Camarote Room 2110	<b>Executive Transitions</b>  Dr. Katherine Farquhar Room 2102	<b>Sustainability and Impermanence</b>  Tip Fallon, MSOD Room 2115	<b>Building Sustainable Local Communities</b>  Michael Randel and Dave Feldman Room 2112	<b>Build a meaningful global community with low-cost technology and OD methods</b>  Scott Schaffter and Rahmin Bender Room 2111
Networking Break: Visit with Sponsors and Vendors to learn about new products and services to grow your practice					
CONCURRENT SESSIONS C					
<b>Narrative Intelligence: Harnessing Embedded Insights</b>  Madelyn Blair, PhD and Denise Lee Room 2110	<b>Developing Sustainable Organizations Using the Loosely Coupled Systems Model</b>  Dr. Suzanne Geigle and Jeffrey Brooks Room 2112	<b>Leadership Circles</b>  Jan Day Gravel Room 2111	<b>Sustaining Yourself through Mindfulness</b>  Kathy Cox Room 2115	<b>How To Survive and Thrive in Today’s Business World</b>  Walter Swindell, II Room 2102	<b>Off the Wall and Onto the Table (session repeat)</b>  Nancy Letsinger and John Hall Room 2101
Break					
Closing Plenary with the Get Real Projects Cary Paul and Shawn Westfall, Exploring our Path Forward with Improv					
Reception					

## POST-CONFERENCE WORKSHOPS Saturday, April 25

7:30 AM

Registration with Coffee and Light Breakfast

## WORKSHOPS

## From Conversational Chemistry to Conversational Sustainability

Judith E. Glaser  
Room 0101

## Embracing Sustainability as a Competitive Edge

Robyn Rickenbach & Bill Yoder  
Room 0102

## Guiding Change; The Change Dial Navigation System

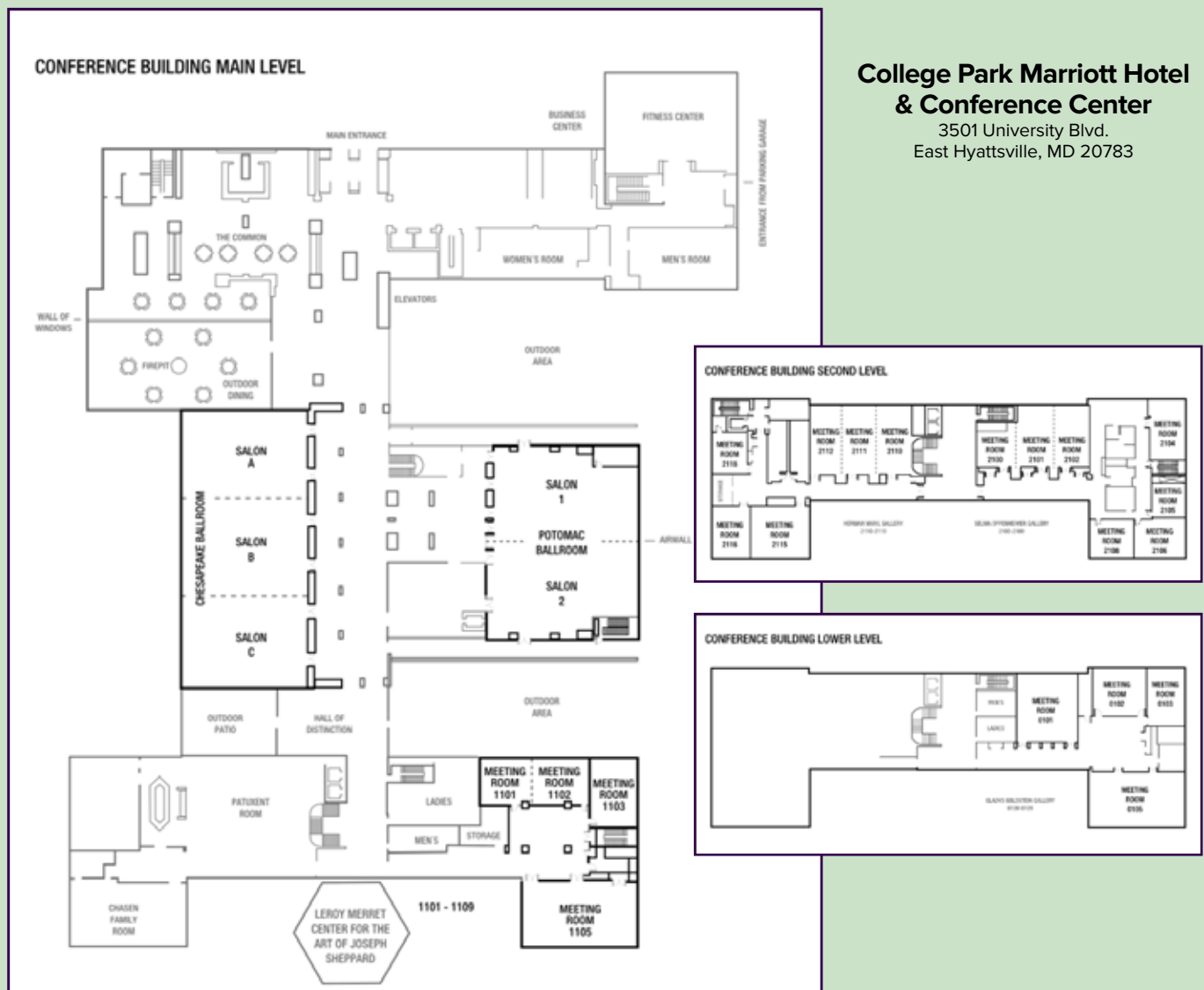
Jill Hinson, David Osborne  
& Katie McAllister  
Room 0103

## Sustaining Teams: An Adventure in Improvisational Comedy

Cary Paul  
Room 0105

10:30 AM

# HOTEL FLOOR PLAN



# Meet our **BOARD OF DIRECTORS**



**Deanna Larsen**  
President



**Rick Collier**  
Vice-President



**Jessica Zucal**  
Past President



**René Bryce-Laporte**  
Treasurer



**Iliana Alvarado**  
Director of Community  
Engagement



**Minal Bopaiah**  
Director of  
Communication



**Stephanie Brown**  
Director of Conference



**Russ Calderon**  
Director of Partnerships



**Jennifer Kerr**  
Director of Programs



**Penny Potter**  
Director of Resources



**Chris Swisher**  
Director of CoPs



**Bob Travis**  
Director of Volunteers



# Message from our **PRESIDENT**

**“Only by altering the everyday policies, practices, procedures, and routines, thereby affecting the beliefs and values that guide employee actions, can change occur and be sustained.”**

Benjamin Schneider, Arthur Brief, Richard Guzzo<sup>1</sup>

## Welcome 2015 Conference attendees!

**W**e are at Part 3 of our theme Constructing OD for the Future. CBODN is excited to be focusing our conference on “Cultivating Sustainable Communities.” We extend a warm and hearty thank you to our keynote speaker, Judith E. Glaser, and to all of our individual session and workshop presenters.

Organizations are witnessing and experiencing change trends at an amazing rate today. Talent retention, technological advances, social media outlets, blending generations, telecommuting, shattering the glass ceiling, just to name a few, are very real issues that organizations cannot ignore. How are these trends being managed? Are leaders able to see the picture beyond the immediate future and bottom dollar? Do those in charge, either at the executive level or in the core of the company, understand the necessity to keep employees engaged, challenged, and empowered?

In order for any ecosystem to be sustainable, the processes, systems, and people must work collaboratively. Given the complex, interdependent nature of ecosystems, it cannot be overlooked that slightly changing one aspect or process within the system will create ripples and, ultimately, influence the system as a whole. The pieces of the sustainability puzzle in today’s business environments are many: culture differences, varying skill levels, leadership styles, effective communication, economic goals, and trust levels, for example. Every organization is all of these (and more) rolled into one; whether the organization embraces it or not.

Today we invite you to learn more with us as we explore how OD Consultants guide companies through the tangled thickets of changes, hidden agendas, office politics, ineffective communication, and leadership development, to the clearing that is sustainability. We trust that you will enjoy today’s journey of knowledge sharing and conversation and leave with valuable information that can be readily used with your clients; within your own organization, association, or community of practice; or even personally.

I thank you for joining us today, and I offer great accolades to our amazing Conference Committee for making this day possible!

Deanna Larsen  
CBODN President

<sup>1</sup>Creating a Climate and Culture for Sustainable Organizational Change, *Organizational Dynamics*, Volume 24, Spring, 1996, pp. 7-19 ([http://media.wiley.com/product\\_ancillary/64/04702605/DOWNLOAD/chapter41.pdf](http://media.wiley.com/product_ancillary/64/04702605/DOWNLOAD/chapter41.pdf)).



# In appreciation of our **2015 CONFERENCE** Planning Team



**Stephanie Brown**  
Conference Co-Director



**Karen Mack**  
Conference Co-Director



**Jill Amstutz**  
Marketing Lead



**Janet Arias**  
Programming  
& Logistics



**Mariana Balgurevich**  
Sponsorship



**Matteo Becchi**  
Outreach



**Lura Bobbitt**  
Marketing & Logistics



**Barry Coleman**  
Programming



**William (Bill) Fox**  
Programming Lead



**Sawida Kamara**  
Programming



**Jon Kesler**  
Programming



**Parvez Khan**  
Sponsorship



**Susan Kilday**  
Marketing &  
Graphic Design



**Dawn Rhine**  
Programming



**Scott Schaffter**  
Website



**Christina Scott**  
Marketing



**Eyanabassy (Joy)  
Spencer**  
Programming



**Beth Zimmerman**  
Marketing



# Round of applause for our **GRAPHIC RECORDERS**



**Matteo Becchi**

e | [becchi@american.edu](mailto:becchi@american.edu)  
p | (703) 314-2355



**Stephanie Brown**

[www.StephScribes.com](http://www.StephScribes.com)  
Twitter | @stephscribes



**Mark Korsak**

e | [korsation@gmail.com](mailto:korsation@gmail.com)  
p | 718-637-4159



**Heather Martinez**

Team Lead  
[www.HeatherMartinez.com](http://www.HeatherMartinez.com)  
Instagram | @corpgraffitiart



**Hannah Sanford**

[www.HannahSanford.com](http://www.HannahSanford.com)  
p | 603-380-3366



**Brian Tarallo**

[www.LizardBrainSolutions.com](http://www.LizardBrainSolutions.com)  
p | 480-268-4607



**Rachel Thompson**

Twitter | @rachcald  
e | [rach.cald@gmail.com](mailto:rach.cald@gmail.com)



**Trent Wakenight**

e | [wakenight@hotmail.com](mailto:wakenight@hotmail.com)  
p | 517-256-1599



# COMMUNITIES of Practice (CoP)



## **Baltimore-Washington CoP**

**Description:** The Baltimore-Washington CoP aims to bring together OD professionals from the Baltimore-Washington region interested in sharing best practices for developing high performing teams. Monthly programs include opportunities to experience team-building activities, discuss and share current interpersonal and group

process topics and experiences.

**Meeting Frequency:** Third Wednesday of each month from 6:00 – 8:00pm

**Meeting Venue:** Johns Hopkins University, Columbia Center, Room 203, 6740 Alexander Bell Drive, Columbia, MD 21046

**Leader:** Pat Foye, patricia.p.foye@gmail.com, 410-703-0983



## **New OD Practitioners CoP**

**Description:** New OD Practitioners CoP provides a supportive and learning community for new and newer practitioners, both internal and external. Our mission and vision is to: enhance participants' competence and confidence in their OD work; provide an opportunity for people to give and receive mentoring and coaching both from their colleagues

and from experienced practitioners; and share successes and challenges in working with clients.

**Meeting Frequency:** First Thursday of the month, 6:30 – 8:30 pm

**Meeting Venue:** Bethesda-Chevy Chase Regional Services Center, Conference Room B, 4805 Edgemoor Lane, Bethesda, MD 20814 (convenient to Bethesda Metro). Note: Because there is a monthly charge for the room, a \$5.00 contribution from each person is appreciated.

**Leader:** Mark Sachs, ma.sachs@verizon.net, 301-588-3858

## **Coaching Community of Practice**

**Description:** The Coaching Community of Practice is a highly engaged and dedicated community committed to continuous learning and the ongoing development of coaches, consultants, and those interested in the field of coaching. Meetings are highly participative and topics range from coaching models, tools, techniques, and new approaches to the business aspects of coaching. Practicing coaches, those in transition, and those seeking to learn more about coaching are encouraged to join us.

**Meeting Frequency:** Meetings are held on the first Tuesday of the month usually from 6:40 – 9:00 pm

**Meeting Venue:** Bethesda Regional Library, 7400 Arlington Road, Bethesda, MD 20814 or the Davis Regional Library, 6400 Democracy Blvd, Bethesda, MD 20817. No meetings are held in June, July or August. A \$10 donation per meeting is requested and parking is free or metered for a short time

**Co-Leaders:** Peggy Linden and Judy Rodgers

As we tend to fill up rapidly, please contact Peggy Linden at [peggy.linden@gmail.com](mailto:peggy.linden@gmail.com) to receive meeting announcements and for signing up in advance. No walk-ins please.



# CBODN maintains several vibrant CoPs that are geographically and topically diverse.

## Join a meeting today and continue the dialogue!



### Organizational Constellation CoP

**Description:** The Organizational Constellation is a practice group that provides the opportunity to apply the power of systems thinking to resolve systemic issues. For the past six years CoP attendees have been interactively experiencing, exploring and gaining insight into real life, case studies. Typical

applications includes change management, executive decision-making, conflict resolution and leadership development in a variety of organizational settings.

**Meeting Frequency:** Approximately once a month on Friday afternoon, the schedule varies. Please check the CBODN website for the date of the next meeting.

**Meeting Venue:** Usually at the Cleveland Park Public Library near the DC Zoo.

**Leader:** Harrison Snow, [teambuilder@msn.com](mailto:teambuilder@msn.com), 703-241-2421



### OD Book Discussion CoP

**Description:** The OD Book Review CoP is built around the idea of an executive book summary. Each month a presenter introduces and helps us understand the key ideas from a recently-published book whose topic is relevant to Organization Development practitioners. It is not necessary to have read the book to participate; attendees are

encouraged to join in the discussion based on personal experience. There will also be time to network with other OD professionals as well as stay current on the latest trends, concepts and models.

**Meeting Frequency:** Second Wednesday of each month from 8:00-9:30am

**Meeting Venue:** McLean, VA

**Leader:** Paula Pierce, [paula.pierce@peridonastrategies.com](mailto:paula.pierce@peridonastrategies.com), 703-463-7209

### Government CoP

**Description:** The Government CoP hosts monthly webinars and/or in person events to discuss topics or techniques relevant to the practice of OD in federal or local government. This CoP intends to share best OD practices, trends and policies in the government and public sectors through monthly meetings for both internal and external consultants. We are accountable, life-long learners in the field; we contribute to the growth and knowledge of government and public sector OD practices.

**Meeting Frequency and Venue:** To be determined by the incoming leader.

**Leader:** The role of leader is currently available. For information, contact Chris Swisher, [chris.swisher1@gmail.com](mailto:chris.swisher1@gmail.com) or [admin@cbodn.org](mailto:admin@cbodn.org); add CoP as the subject.

### International CoP

**Description:** The International CoP is a dynamic, interactive forum for collective learning and exchange among professionals who are interested in Organization Development, International Development, and Community Development. It draws on presenters both from within and beyond our participant base, aiming to offer presentations that are experiential, thought-provoking, and connective. The CoP also serves as a forum for input from diverse fields to help evolve thought leadership and practice in OD and International Community Development.

**Meeting Frequency and Venue:** To be determined by the incoming leader.

**Leader:** The role of leader is currently available. For information, contact Chris Swisher, [chris.swisher1@gmail.com](mailto:chris.swisher1@gmail.com) or [admin@cbodn.org](mailto:admin@cbodn.org); add CoP as the subject.





# ORGANIZATIONAL CULTURE!

Make it work for you ... to *Learn, Grow, Share, Inspire!*

by using the

## “Organizational Culture Assessment Instrument”

(OCAI)

Try the individual assessment “OCAI One” **FREE!** Find it on the web at: [OCAI-online.com](http://OCAI-online.com)

Then call us for assistance in using the OCAI to cultivate sustainable communities across your groups, teams, departments ... or entire organizational enterprise....

### **Business Visions LLC**

**BizVisionPartners.com**  
**301-330-5876**

The only global partner of “OCAI-online”  
located in the Chesapeake & Mid-Atlantic region

Dr. Rodney K. Mayer,  
founder of Business  
Visions, LLC ... and a  
proud graduate of  
the American  
University/NTL MSOD  
Program



## FACILITATING SUSTAINABLE COMMUNITIES



*Advancing Excellence In Facilitation*

**MAFN members  
are facilitators committed  
to learning and fostering  
professionalism throughout  
the region and beyond.**

**[www.MAFN.org](http://www.MAFN.org)**



Personally Invested in Your Success

Training      Coaching      Consulting      Research

[www.findinsight.com](http://www.findinsight.com)

YOU'RE JOE COOL WHEN YOU'RE PREPARED.  
**HOW ABOUT WHEN YOU'RE  
WORKING OFF SCRIPT?**



Sure, "luck favors the prepared mind." Yet no matter how much you ready yourself, true leadership is demonstrated in the moment, on the spot, when the unexpected occurs.

**TRANSFORM MOMENTS OF TRUTH INTO MOMENTS OF OPPORTUNITY.**

The Get Real Project's *Improv-ing Relationships* program teaches you how to apply the best practices of improvisational comedy to day-to-day leadership situations. You'll advance your business goals while having a ball. What could be better?

**IMPROVISE WITH US.**

The Get Real Project  
[www.thegetrealproject.com](http://www.thegetrealproject.com) • [hello@thegetrealproject.com](mailto:hello@thegetrealproject.com) • 1-800-946-4395





# FOCUS ON LEARNING THE HUMAN SIDE OF BUSINESS

## Master of Science in Organization Development

- Nationally recognized program, defining the field for more than 30 years
- Peer-oriented, diversity-conscious approach to managing change
- 12-day international residency and local consulting experience
- Flexible 18-month program with classes one weekend a month

Now accepting applications for  
Fall 2015 and Spring 2016.

[american.edu/msod](http://american.edu/msod)



AMERICAN UNIVERSITY  
WASHINGTON, D.C.

# Master's in Organization Development & Knowledge Management

Learn to lead change in complex organizations. **Mason's ODKM program helps students explore:**

- Organizational leadership theory and practice
- The shift from hierarchical structures to group-based learning
- Best practices to promote the creation of adaptive, collaborative work environments.



School of Policy, Government,  
and International Affairs

[policy.gmu.edu](http://policy.gmu.edu)



DOCTORATES | MASTER'S DEGREES | ADVANCED CERTIFICATES

# Preparing Leaders for a Changing World

HUMAN DEVELOPMENT | ORGANIZATIONAL SYSTEMS | ORGANIZATIONAL DEVELOPMENT | LEADERSHIP | COACHING



**FIELDING**  
Graduate University

The best graduate school for adult learners

Visit Fielding's booth for more information

805.898.4026 • [www.fielding.edu](http://www.fielding.edu)

A nonprofit global leader in blended and online education.

*Karen Mack*

[www.kmmc.biz](http://www.kmmc.biz)

MANAGEMENT CONSULTANTS, LLC

## ORGANIZATION DEVELOPMENT

Analysis, Strategic Planning, Process Consultant  
Leadership/Group Development, Retreat/Meeting Facilitation

611 PENNSYLVANIA AVENUE, S.E. • #257 • WASHINGTON, D.C. 20003  
202-546-0722 202-544-4013 FAX • [karen@kmmc.biz](mailto:karen@kmmc.biz)

**bcole group**

FACILITATING, TRAINING AND COACHING FOR RESULTS

**Barry L. Coleman**  
Consultant

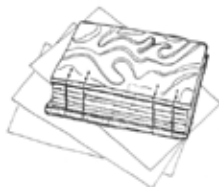
P.O. Box 60531  
Washington, DC 20039

Tel. 202-545-0199  
Fax 202-545-0117

[barry@bcolegroup.com](mailto:barry@bcolegroup.com)  
[www.bcolegroup.com](http://www.bcolegroup.com)

*Anne's Books and Papers*

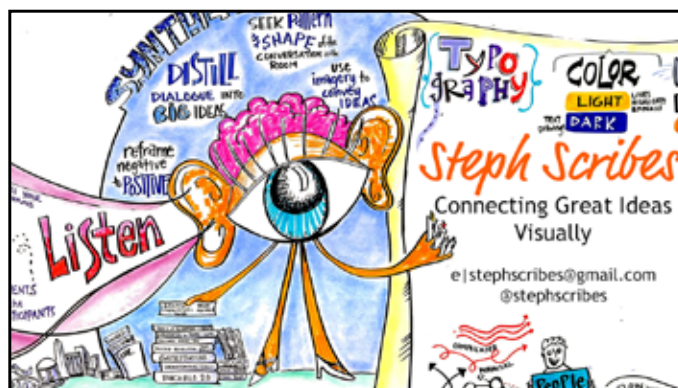
Custom Bookbinding and Unique Papers



[annesbooksandpapers@gmail.com](mailto:annesbooksandpapers@gmail.com)  
336-608-8612  
704-255-5195

Anne Murray  
Artist-Craftsman-Entrepreneur

Web site: [www.annesbooksandpapers.com](http://www.annesbooksandpapers.com)



# Opening PLENARY

## Welcome & CBODN 2015 Keynote

In our opening plenary, conference co-directors Stephanie Brown and Karen Mack will introduce us to the conference theme, Cultivating Sustainable Communities. We developed today's program with a view that sustainability is the development of deep roots, strong structures and enduring values in concert with encouraging innovation, adaptability and growth in teams, organizations and communities. It is interconnectivity of people, our planet and profits.

From the planet perspective, we are excited to be hosting the conference in the country's first LEED-certified, eco-friendly conference center hotel. We will kickoff the day with George Trujillo, Vice President of Facilities Management for University of Maryland University College (UMUC). He was a leader in working with Marriott and the contractors for the LEED Certification and will share with us how this project was a cornerstone in the UMUC sustainability initiatives.

This year we are joined by exciting keynote speaker, Judith E. Glaser. Judith will explore how Conversational Intelligence® is also a vital component of organizational sustainability. Get ready to learn, grow, share and be inspired as we kick-off the CBODN 2015 Annual Conference.



## SUSTAINABLE SUCCESS USING THE CHEMISTRY OF CONVERSATIONS

### Judith E. Glaser

#### **“Conversational Intelligence™ –How Great Leaders Build Trust and Get Extraordinary Results”**

*by Judith E. Glaser*

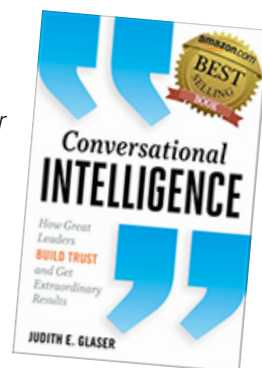
**W**hy do some conversations stick with us so much longer than others? Why does a critique from a boss, a disagreement with a colleague, and a fight with a friend stay in our minds for a long, long time – longer than a pat on the back or a smile of gratitude? The answer lies in understanding and mastering Conversational Intelligence® (“C-IQ”).

Judith E. Glaser, author, organizational anthropologist and 2015 CBODN conference keynote speaker asserts: “The key to sustainable success in life and business is to become a master at Conversational Intelligence. It’s not about how smart you are, but how open you are to learn new and effective powerful conversational rituals that prime the brain for trust, partnership, and mutual success.”

Conversational Intelligence is the neuro-chemistry of conversations. According to Glaser, “C-IQ is the reason why it is critical to be mindful in every interaction and every conversation. It affects an individual’s ability to connect and think innovatively, empathetically, creatively, and strategically with others, all of which impacts our ability to cultivate and co-create sustainability”

In her keynote, Glaser discusses how certain behaviors reduce or increase C-IQ. She presents a framework to identify what conversations trigger the lower, more primitive brain; and what activates higher-level intelligences that build trust, integrity, empathy, and good judgment. With the help of easy to use tools, examples, conversational rituals, and practices for all levels of an organization, Glaser makes complex scientific material simple to understand and apply.

*Judith E. Glaser is the founder and CEO of Benchmark Communications, Inc. and Chairman of The Creating WE Institute with 30+ years of business experience working with CEOs and their teams. She is the author of seven books, and four best sellers including her newest book upon which this colloquium is based, Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results.*



“Words are not things—they are the representations and symbols we use to view, think about, and process our perceptions of reality and they are the means of sharing these perceptions with others.”

“Conversations are dynamic, interactive, and inclusive. They evolve and impact the way we connect, engage, interact, and influence others, enabling us to shape reality, mind-sets, events, and outcomes in a collaborative way.”

“To get to the next level of greatness depends on the quality of our culture, which depends on the quality of our relationships, which depends on the quality of our conversations. Everything happens through conversations!”

“Conversations have the power to move us from ‘power over’ others to ‘power with’ others, giving us the exquisite ability to get on the same page with our fellow humans and experience the same reality by bridging the reality gaps between ‘how you see things’ and how I see things.”



# Janice Johnson PHOTOGRAPHY



## Is it time to update your brand?

Do you have an upcoming presentation and need a more professional headshot than your selfie?

We are excited to offer an affordable opportunity to have a professional headshot taken by Janice Johnson.

You will receive a high-resolution photograph in both color and black and white for **only \$45.**

Sign up NOW for your 15 minute sitting, offered throughout the day.

**It's time to put your best self forward!**

**Ladyjaytoo Photography**

*Photos Last Forever*

pl 301-390-7707  
cl 301-775-6899

Ladyjaytoo@verizon.net

### **Appreciative Inquiry – Leveraging a Sustainable Positive Intervention**

Shannon Polly, MAPP

**Room 2110** Track: *Models, Tools & Techniques*

As many organization development and leadership development practitioners know, Appreciative Inquiry (AI) is a change management process that looks to amplify what's right with an organization rather than trying to identify and lessen weaknesses.

Shannon Polly, MAPP, who has been trained by David Cooperrider the founder of AI, will explain this methodology associated with positive organizational change (AI) as well as recent insights from AI Summits conducted in Cleveland and Cincinnati which produced sustainable change results for both cities. Ms. Polly will outline the process and share tips and techniques you can use right now to effect change sustainably in your organization or community.

This session is highly interactive as participants will use a worksheet to immediately apply change efforts in organizations or communities. It will also use the topic of the session to further the goals of the CBODN community.

### **Establishing Sustainable Organizations through Cultural Transparency: A Socially Balanced Approach**

Paul Eder, PhD and Fred Panzer, PhD

**Room 2111** Track: *System Wide Approach*

Organizational transparency lies at the heart of sustainability. Key cultural attributes cannot be readily sustained if they are opaque, hazy, or easily misinterpreted by employees and stakeholders. How can an organization actively promote a sustainable, transparent culture? We will discuss cultural transparency from a Socially Balanced Strategy perspective.

First, we will explore, discuss, and categorize key motivational and social statements from ten government agency strategic plans. Second, we will turn the focus inward and diagnose the social and motivational transparency of our own organizations. Finally, we will engage in an active brainstorming session to theorize and develop attributes of culturally transparent organizations. We will examine social and motivational aspects of culture as they appear to both internal and external stakeholders.

This collection of activities will demonstrate the importance of social and motivational alignment for promoting overall cultural transparency. When a culture is transparent, processes and goals can be sustained despite turnover or workplace interruptions. When elements of transparency are not aligned, an organization will face many obstacles implementing effective OD interventions and ultimately achieving strategic results.

### **Developing Leaders and Organizations for Complexity: Understanding the Importance of Constructive Development**

Penny Potter, MSOD, PCC, PMP

**Room 2115** Track: *Leadership*

If the field of OD is to sustain itself, it must look at what work is being done with leaders and their organizations by professionals outside of OD. As our world becomes more complex, organizations and their leaders need the capacity to manage that complexity. According to research in Constructive Development Theory (CDT), the majority of the U.S. population functions at a stage of development that cannot see current systems and complexities, much less manage them. As Robert Kegan warned us in his book, soon we may find ourselves In Over Our Heads.

In this interactive session, participants will learn the basics of constructive development theory – what it is and is not – and why it is important to understand the various vantage points from which the world is seen. Groups will make sense of short case studies that demonstrate different developmental stages. Participants will leave the session with a new way of seeing differences, an understanding of CDT, and a list resources and current leading assessments.



## Augmenting the Natural Powers within You, Your Designs and in Your World for Sustainability: A Natural Systems Approach

Dr. William Smith

**Room 2102** Track: *Self-Awareness & Reflection*

**T**he natural organizing process—called AIC for appreciation, influence and control—was originally developed in the World Bank and has been used globally to empower individual leaders, organizations and communities. As the mapping process is derived from a natural organizing process, it provides all the information necessary to attain the maximum level of sustainability possible with the least effort expended.

Participants will take an instrument that maps their purpose, their power and the leadership approach they have evolved. Each participant will be able to see what their unique contribution to the sustainability process is. They will learn a general approach that will enable them to increase their leadership capacity to augment the natural forces for sustainability that exist within themselves, their OD designs or interventions and the world in which they are operating.

Please bring your computer, iPad or smartphone to complete the mapping process during this session.

## An Insider's Perspective on the Promises and Pitfalls of Social Enterprise Consulting: Consulting for Triple Impact

Kimberley Jutze

**Room 2112** Track: *People, Planet, Profit*

**T**his session offers a candid exploration of what it's like to consult with social enterprises, which are organizations that cultivate sustainable communities by innovating solutions to complex social and environmental challenges as well as generate revenue to sustain their operations. An example of a local social enterprise is Blessed Coffee, which takes fair trade to the next level by connecting coffee producing and consuming communities in ways that advance social and economic development. Participants will learn: what a social enterprise is and how it differs from other types of organizations; common types of support social enterprises need to operate more effectively; benefits and challenges of consulting with social entrepreneurs; and opportunities for OD practitioners to work in the social enterprise space.

In addition to better understanding social enterprises and their role in transforming social systems in ways that create transformational benefits for marginalized groups, participants will come away with an appreciation of the potential that exists within OD to facilitate triple impact by strengthening the organizational capacity of social entrepreneurs to lead organizations that are better prepared to achieve their social change goals, such as turning around underperforming schools or promoting healthy fitness behaviors.

## Using Social Media to Build Sustainable Communities

Daria Steigman

**Room 2104** Track: *Social Media & Technology*

**I**f you build it, will they come? Maybe—but it takes hard work. From setting the right goals to identifying your key stakeholders, finding your people and building a cohesive, sustainable group requires both pragmatism and a healthy dose of patience.

Of course, engagement and community building are not new ideas. What's different today is that 21st-century digital channels and tools have changed the way we get our information, organize, and connect with each other. Often, we're meeting online long before we meet in person.

Join this interactive session to learn strategies and tactics for building a community that engages effectively around your core sustainability goals and values. You will learn how to build and sustain a vibrant community.



# Midday PLENARY

**W**hat are emerging methods and practices in the OD world? What does it mean to sustain ourselves as practitioners? And how can we as practitioners continue to learn and grow to sustain our client engagements? What foresight is necessary to understand the services our clients will need in the next 5, 10 or even 15 years?

Our Midday Plenary session will explore these questions during our “fireside chat” with our invited guests **David Osborne**, Chair of the Board of NTL Institute for Applied Behavioral Change, **Elena Feliz**, former two-time Board of Trustees member for the Organizational Development Network and convener of many ODN member communities, and **Dorothy Agger-Gupta, PhD.**, Professor & Program Director at Fielding Graduate University.

Our panel members have much knowledge and experience to share from the foundational practices of the NTL, to the emerging methods and research from students of the Fielding Graduate University. We invite you to participate in this exciting dialogue exploring how to continue cultivating community and sustaining our future.

Following our fireside chat we will be joined by **the Get Real Project** improv gurus **Cary Paul** and **Shawn Westfall** to get our creative juices flowing going into the afternoon sessions. Get ready for some fun!



**David Osborne** is a Strategic Change Leader at ChangeFusion. He partners with leaders to accelerate organization-wide change and to achieve new levels of performance. He is a passionate explorer of the boundaries of OD and complexity science. His publications include articles in the Practicing Social Change Journal and Tapping the Power of Emergent Change, a chapter in NTL's Handbook of OD and Change. He holds an M.S.O.D. from American University, and over 25 years combined business and OD experience. David currently serves as Chair of the Board of NTL Institute for Applied Behavioral Change.



**Elena Feliz** is a member of NTL Institute of Applied Behavioral Science (ABS) and has served twice on the Board of Trustees for the Organization Development Network (ODN). She is Senior Consultant for WIN INSIGHTS, a diversity and inclusion company. She has helped to create high performing teams and organizations in Fortune 500 companies and non-profits for over 25 years. She has served as an internal OD/HR consultant for AT&T and is an external OD consultant for the private and public sector.



**Dorothy Agger-Gupta** is a Professor at the Fielding Graduate University & Program Director of the School of Human and Organizational Development. Publications include “Effective engagement for change within communities: Appreciative inquiry and understanding the rules of the games we play” and “The impact of intranets and extranets on organizational change. Improving cross-cultural communication during complex information system development.”





## Off the Wall and Onto the Table – An Innovative Approach to Collaborative Idea Generation

Nancy Letsinger and John Hall

**Room 2101** Track: Models, Tools & Techniques

OD practitioners understand the importance of actively engaging stakeholders in the development of organizational solutions in order to create sustaining change. However, determining way(s) to engage stakeholders effectively can be challenging. In this session, we will introduce an innovative tool called the Agile Capability Mashup Environment (ACME) for engaging stakeholders in a collaborative process to develop creative approaches for improving their organizations.

Based on design thinking, ACME provides a creative, collaborative environment that allows groups to explore and critique ideas. It's powerful in the way it encourages people to collaborate, move around and visualize their ideas in two and three dimensional ways, and allows ideas to be seen and examined by a group.

During this session, participants will have the chance to learn about the tool and its OD applications, to practice and experience it, and to discuss how they might apply or adapt the tool and techniques to their own work.

## High Impact, Sustainable Federal Organizations

Robin Camarote

**Room 2110** Track: System Wide Approach

Organizational impact is highly sought-after but difficult to plan for and even more difficult to measure. Many traditional metrics rely on data that is important to division managers but lacks meaning to others outside of management. With this gap in mind, this discussion turns traditional metrics on their side to look at organizational performance from the vantage point of the stakeholders. The goal is ultimately to create a more lasting, sustainable operation and organization that is knit together towards a common mission and purpose.

We will demonstrate the “disconnect” between what we rely upon internally to run an effective operation and what our “clients” view as necessary for them to do their best work. We will explore the concept of organizational stewardship which includes an expanded view of the role and responsibilities of today's managers while reviewing techniques to begin the challenging task of base lining and measuring impact.

## Executive Transitions: Test-Drive the Transition Dynamics Framework

Dr. Katherine Farquhar

**Room 2102** Track: Leadership

The top executive leaves and the successor takes the reins. Sound simple enough? Yet this transition period fizzes with challenges to the organization and its OD initiatives. Consider the pre-departure dynamics. What is the impact if the departing executive has been arrested for a nasty crime? Retired after 30 years at the helm? Took a juicy opportunity with the competition after 6 months? How about the newcomer: what's believed about him or her and the selection process? What expectations do people hold? How is executive credibility established?

The impact of such variations affects sustainability for the organization during vulnerable times. Many executive transitions fail. A failed transition can disrupt the system, prolong uncertainty, fuel conflict or doubt, and narrow the focus from strategic to tactical. Such dynamics threaten continuity and leave the organization more vulnerable in a competitive market. Here, transition-focused work can be extremely valuable in sustaining OD progress in the organization and in helping the transition succeed.

By the end of this session, participants will have a clearer framework for modeling the dynamics of an executive transition, and several ideas about leverage points and specific strategies to use in supporting the organization and its OD initiatives through the uncertainty that often accompanies executive transitions.



## Sustainability and Impermanence: A Buddhist Perspective

Tip Fallon, MSOD

**Room 2115** Track: *Self-Awareness & Reflection*

When we pursue sustainability, that pursuit, in a sense, is based on desire and attachment. We desire indefinite growth to profits, justice for humans and other beings, and minimal depletion to natural resources. Sustainability is arguably a noble endeavor – seeking more balance and harmony so that ecological and economic systems can coexist in a better state for a longer period of time. However, external conditions, including those we try to impact in the pursuit of sustainability, are either out of our control, or are going to inevitably change even if we do reach the result we want. Sustainability is a Yin and Yang: it is about preserving something, and letting it evolve. If change is necessary for survival or sustainability, what is it exactly that we are trying to sustain, and why? More so, how attached are we to our desire to sustain things? And how does that drive us, and possibly get in our way?

We will discuss principles such as impermanence, attachment, and desire, and explore how these intersect with the pursuit of sustainability. We will work to identify learning that can be applied in our individual practice, and when working with organizations or systems.

## Building Sustainable Local Communities – an OD Approach to Enabling Collective Impact

Michael Randel and Dave Feldman

**Room 2112** Track: *People, Planet, Profit*

From its launch in 2008, Bethesda Green has brought together citizens, companies and public servants around a vision of transforming Bethesda into a sustainable, economically vital and healthy community. As a startup, this nonprofit organization has utilized novel approaches for its own development, while simultaneously engaging its stakeholders in a collective vision for what might be possible. Working with board members, a new leadership team, working groups, volunteers and staff, Bethesda Green devoted considerable attention to building sustainable organizational structures and processes. This has enabled the organization to develop innovative programs that have successfully engaged internal and external stakeholders, resulting in a Collective Impact that benefits all who live and work in Bethesda.

Bethesda Green's experience illustrates how engaging stakeholders around a collective vision for change can result in sustainable impacts that benefit people, companies and the environment. This session will engage the OD community on the wider relevance of this experience for citizens, companies and communities interested in Cultivating Sustainable Communities.

## Build a Meaningful Global Community with Low-cost Technology & OD Methods

Scott Schaffter and Rahmin Bender

**Room 2111** Track: *Social Media & Technology*

Learn how to create and support scalable community of practice, which are impactful to individuals and the organizations. Creating engaged communities is critical for having impact at scale and for ensuring long-term participation and adoption systemic and organizational change. Technology has become a key component in building and growing these communities both internal to organizations as well as external. This session showcases several Organization Development concepts coupled with open source software tools to guide the development of online communities that can easily be adopted and sustained by clients. Participants will come away with key considerations for using technology to foster sustainable communities for collaboration that bolster organizational change efforts.



**Narrative Intelligence: Harnessing Embedded Insights**

Madelyn Blair, PhD &amp; Denise Lee

**Room 2110** Track: *Models, Tools & Techniques*

**N**arrative intelligence is a critical tool that helps a learning organization to strengthen its organizational vision, enhance strategic communications, capture and transfer organizational knowledge, externalize and internalize tacit knowledge, encourage innovation, build communities; and to develop effective training, mentoring and learning strategies. Being able to work effectively with narrative and stories is a critical competency in a learning organization. The relationship between knowledge, learning and narrative intelligence is the linkage that represents the postmodern understanding of what sustains a vibrant learning organization.

This session will offer strategies, cases, and exercises on how using narrative intelligence can energize organizational learning in sustainable ways. Participants will learn: how to distinguish between story and narrative, elicit techniques for drawing out stories, and harvesting methods for discovering lessons from narratives.

**Developing Sustainable Organizations Using the Loosely Coupled Systems Model**

Dr. Suzanne Geigle and Jeffrey Brooks

**Room 2112** Track: *System Wide Approach*

**O**D practitioners often find that clients are stuck in a mindset that focuses on either centralizing functions (to achieve more efficient and/or predictable action) or decentralizing functions (to foster innovation and adaptation). Over time, organizations often go through cycles of decentralizing, in order to be more responsive to the needs of particular constituencies or markets, then revert to centralizing their operations when they experience pressure to reduce costs and/or provide more consistent products and services. These cycles of restructuring are always disruptive to organization routines and often create debilitating anxiety among organization members. A far more sustainable structure is one that provides a container that both achieves needed efficiency and fosters adaptability. To achieve this sustainable state, OD practitioners need to employ a “both/and” model as they develop workable solutions with their clients.

We extend the discussion of loose coupling (Burke, 2004) by applying “both/and” as described in Orton and Weick’s 1990 seminal paper on the subject. We then present the challenge faced by OD practitioners who are asked to assist with changing elements of organizational structures. We suggest OD tactics that have helped us avoid the either/or thinking, and helped us guide client organizations to a more sustainable state in changing environments.

**Leadership Circles: Creating an Effective Leadership Development Program that Delivers Concrete, Measurable, and Sustainable Results**

Jan Day Gravel

**Room 2111** Track: *Leadership*

**A**re you concerned with how to engage, retain, and advance top talent? Research shows that one in four companies fails to retain top talent, and even if they stay, 50-60% of those consider to be top talent are not doing their best work. Is top talent one of the key competitive advantages for your organization? Are you concerned with how to engage, retain, and advance top talent? In this session, participants will learn how organizations such as Adobe, MetLife, and Microsoft support their leaders to define a clear vision for their future and provide them with a step-by-step path to achievement. Their quality of life is enhanced and they gain a sustainable framework to maintain their momentum.

This interactive session will enable the audience members to experience the program that supports talented leaders while returning powerful concrete, measurable, and sustainable results to their organizations.

## Sustaining Yourself through Mindfulness

Ms. Kathy Cox

**Room 2115** Track: Self-Awareness & Reflection

Whether you are a coach, consultant, or staff, it's important that you fuel and rejuvenate yourself in order to sustain being of service to others. Practicing mindfulness is a simple yet highly effective technique to ensure you are managing your thoughts and emotions through self-regulation, bringing about a greater balance. Self-awareness is a critical core competency for sustaining and strengthening leadership skills. Leaders who understand the neuro and heart science and how to employ mindfulness techniques can more effectively engage people's best talents, support collaboration, and create an environment that fosters productive change. Indeed, the ability to intentionally utilize mindfulness for optimal performance will be a distinguishing leadership capability in the years ahead.

Workshop attendees will learn the fascinating science that underlies the power of mindfulness along with specific tools and techniques to cultivate their own practice. Through discussion and experiential role-playing exercises, attendees will learn what mindful leadership is, the science behind it, and techniques they can use to build their own individual mindfulness practice.

## How To Survive and Thrive in Today's Business World

Walter Swindell, II

**Room 2102** Track: Self-Awareness & Reflection

Sustainability can be defined as an organization's ability to survive in today's economic times, to meet societal demands, environmental and political issues/regulations, as well as being able to forecast the wants and needs of the future. We refer to this as being able to create a new normal.

A Loyal Customer Base is a set of customers that will continually purchase from you because you have built an emotional relationship with them. Your new normal is creating the culture in your organization where you are exceeding your customer, social, economic, political, and environmental demands while taking into account what is occurring in the world today and what may happen in the future. Creating and maintaining a loyal customer base is vital to sustainability.

A sustainable organization is a healthy organization. A healthy organization is in alignment ... all elements are working together to achieve a loyal customer base, which leads to measurable business results. Organizations that are in alignment are sustainable, innovative, customer responsive, and proactive. This is an interactive session that is designed to engage participants in a discussion of how sustainability impacts their organization.

## Off the Wall and Onto the Table – An Innovative Approach to Collaborative Idea Generation (session repeat)

Nancy Letsinger and John Hall

**Room 2101** Track: People, Planet, Profit

OD practitioners understand the importance of actively engaging stakeholders in the development of organizational solutions in order to create sustaining change. However, determining way(s) to engage stakeholders effectively can be challenging. In this session, we will introduce an innovative tool called the Agile Capability Mashup Environment (ACME) for engaging stakeholders in a collaborative process to develop creative approaches for improving their organizations.

Based on design thinking, ACME provides a creative, collaborative environment that allows groups to explore and critique ideas. It's powerful in the way it encourages people to collaborate, move around and visualize their ideas in two and three dimensional ways, and allows ideas to be seen and examined by a group.

During this session, participants will have the chance to learn about the tool and its OD applications, to practice and experience it, and to discuss how they might apply or adapt the tool and techniques to their own work.





# Closing PLENARY

**T**oday has been a journey exploring how we can cultivate sustainability in our own practice and in client engagements. Imagine celebrating our 40<sup>th</sup> anniversary—Who do you see in the room with you? What are the community successes we are celebrating? What CBODN programs have you been attending to support your own practice? Our closing plenary is designed to help us consider how we will continue to cultivate and sustain our practice and our community.

We will explore our aspirations with the well-loved improv ensemble from the **Get Real Project, Cary Paul** and **Shawn Westfall**. They will lead us through several exciting improv exercises to explore the commitment, generosity and support needed to sustain a thriving community. What actions will you commit to in order to sustain yourself and your practice?

Following the closing plenary please join us at the reception to celebrate our recipient of the **Sustaining Member Award, Matt Minahan**. We are recognizing Matt this year as his commitment and generosity to our OD community exemplify what it takes to sustain a community. We want to thank Matt for over 27 years of membership in CBODN and his contributions to the broader network of OD communities.

**Thank you for joining us on our journey today to learn, grow, share and inspire. The conference planning team and the CBODN Board appreciate your commitment to our community.**



**Cary Paul** is the Chief Improv Officer for The Get Real Project, working in partnership with BossaNova Consulting Group. When he isn't saving people from office drudgery, he is also a Senior Associate at **GothamCulture**. Cary has worked with an eclectic group of commercial clients (Adventist Healthcare, Booz Allen, Chevron, Cisco, Deloitte Consulting, Google, Shutterstock, Jet Blue, Siemens, and Super America) as well as public sector clients like Air Force Singing Sergeants, New York City Transit, US Navy, and Veterans Affairs. Cary has an MBA in Organizational Development and Information Technology from George Washington University. Follow Cary @thecarypaul, @projectgetreal



Improv Guru **Shawn Westfall** is the driving force behind the improv comedy school at the well-known DC Improv in Washington, DC, where he teaches beginning improv, advanced short-form and long-form improv, as well as improv workshops focusing on character and non-traditional improv techniques. Shawn's classes—and their performance shows—are regularly sold out six months in advance and have been featured in the pages of The Washington Post, Washingtonian Magazine, and the Legal Times. The Washington Post calls him "...a bright, high energy guy..."

In addition to keeping his rigorous teaching schedule, Shawn has performed improv all over the country, most notably at the DC Improv and the Upright Citizens Brigade (UCB) Theatre in NYC. Shawn has also taught improv as a bona fide business tool to various public and private organizations, including the U.S. Chamber of Commerce, Discovery Channel, and Booz | Allen | Hamilton. Follow Shawn @shawnwestfall, @projectgetreal



# Sustaining Member **RECOGNITION**

## Matt Minahan

**A**t this 2015 Annual Conference, we are recognizing long standing CBODN member, Matt Minahan. Matt became a member of CBODN in 1988, just three years after the formation of the network, making him a continuous member for 27 years.

Matt was not merely a member; in 1989 he contributed to and became a member of Board as its Newsletter Chair. Later that year the scope of the position changed to the Chair of Communications and Matt became the Editor of the Newsletter. This was a time when computers were in the dawn of their existence for the average person. Submitting content for the lengthy, comprehensive newsletters, which averaged 10 pages per issue, was a more complicated process. Content had to be “snail-mailed” to Matt at least a month before publication, and Matt then had to pull it all together for editing and putting it into its final format for printing and mailing (yes! Also snail-mailed!). Matt remained on the CBODN Board for two years.

Matt’s passion has always been communication stating that “I believe that communication is the hands-on, real-time practice of being together with....” He started his career in radio and television. Then his search for deeper understanding and the management of communications led him back to graduate school to study Organization Behavior at the University of Hartford, and later his Ed.D. in Organization Development from George Washington University.

Matt’s involvement in the OD community has continued to grow. In addition to his 30-year consulting career, he has been teaching OD for almost 20 years. He has been a member of NTL for the past 12 years, and served as Board member; a member of the OD Network for 33 years, became a Board member starting in 2010, and just earlier this year became the Chair, Board of Trustees.



He has been the recipient of the Outstanding Article in OD Practitioner Award several times, including 2011, 2013 and 2014. He was also co-editor of the 2012 book released by the OD Network, Handbook for Strategic HR, Best Practices in Organization Development from the OD Network. CBODN has also been the recipient of Matt’s knowledge and years of insight through his recent speaking events with our Government CoP and our New OD Practitioner’s CoP.

CBODN extends its utmost appreciation to Matt for his continued dedication to the field of OD with his educational contributions, his selfless giving of time and expertise to the professional networks, and his continued support and membership in the CBODN community.



*Workshops are a separate fee apart from conference. We welcome people to sign up for any open spaces until end of the day, please see registration table for more details.*

## From Conversational Chemistry to Conversational Sustainability

Judith E. Glaser

**Room 0101**

Organizational culture is the embodiment of rituals and practices that people use every day. Without realizing it, some rituals are unhealthy and close down the brain, while others are healthy, opening the brain and the organizational space for trust, innovation and higher performance. As OD practitioners and leaders, our job is to coach and support those we serve in ways that elevate the capacity for individuals, teams and systems within organizations to sustain healthy cultural norms, practices and behaviors. When this happens - organizations thrive.

In this workshop, participants will learn how to interrupt patterns that are dysfunctional, and introduce new conversational rituals that are healthy and help organizational members 'get to the next level of greatness.' Building on keynote messages about best (green) and worst (red) conversations, Judith will work with attendees on how to use Conversational Rituals to activate higher levels of trust, innovation and co-creation.

We take a deep dive into Conversational Intelligence® (C-IQ) by exploring:

- How to move individuals, teams and organizations from "I to WE" – from Distrust to Trust.
- Rituals that Prime for Trust.
- How to use C-IQ TRUST Rituals to expand the level of Peer Coaching and elevate relationships, teams and organizations
- How to use Level III – Co-creating Conversations to transform breakdowns into breakthroughs.

PRE-WORK:

- Attendees should take the C-IQ Assessment prior to the workshop for insight to what opens or closes conversations: [https://creatingwe.qualtrics.com/SE/?SID=SV\\_5Bwa19A6jdUxBcN](https://creatingwe.qualtrics.com/SE/?SID=SV_5Bwa19A6jdUxBcN)
- Bring a difficult situation to the session to work on, such as a challenging client, a difficult team, a situation that seems to linger that does not self-correct or unanswered questions.

## Embracing Sustainability as a Competitive Edge

Robyn Rickenbach and William Yoder

**Room 0102**

Business sustainability is about far more than avoiding activities that do harm to the planet or our people. A proactive approach to sustainability can also provide a framework for organizations to adapt quickly, plan and implement lasting change, and ensure that employees and clients are engaged in the organization's success. In fact, establishing a sustainable vision, culture, and processes can provide your organization with a competitive business advantage. In this interactive workshop, you will:

- Explore how aligning people, process, and environmental factors around sustainability can create innovation, increase efficiencies, improve decision making, and enhance profitability.
- Learn the five levels of the Sustainability Implementation Model and how to conduct a sustainability assessment using the model.
- Create a sustainability vision for your organization.
- Determine how to integrate sustainability best practices into your organization's strategy.

You will leave with actionable tools to carry home to your own practice and organization. Each workshop participant will complete a Sustainability Assessment of their organization prior to the workshop; receive a report to use during and after the workshop; and take home an organizational sustainability vision and steps for immediate implementation. Participants may work individually or collaborate as part of organizational teams.

## Guiding Change: The Change Dial™ Navigation System

Jill Hinson, David Osborne, Katie McAllister

Room 0103

**S**ustainability requires continual adaption to the rapid pace of change and complexity we face. Change is often described as hard, difficult, and challenging. Yet, change is a natural process that happens around us every day. The Change Dials™ represent a new approach to guide change based on the natural power of emergent change. The dials go beneath the surface of OD techniques to the underlying tensions that propel change. Using the dials to leverage this power enables an adaptive organization. Through interactive discussions, video, case application and visual explorations participants will:

- ✓ Understand the dynamics of emergent change.
- ✓ Learn how to use the six Change Dials™ to assess and accelerate change.
- ✓ Apply the Change Dials™ to change situations within your organization.

Join us to deepen the way you think about and watch for patterns of change.

## Sustaining Teams: An Adventure in Improvisational Comedy

Cary Paul

Room 0105

**S**ustaining Teams: An Adventure in Applied Improvisational Comedy teaches organizational leaders and practitioners how to apply the best practices of improv comedy to every-day business life. Participants learn how to facilitate a way of thinking, listening, and collaborating that is courageous, authentic, spontaneous, and ... sustainable.

Back by popular demand, and with a series of carefully-orchestrated exercises and discussions, this hands-on experience of improv provides fresh perspectives on helping teams and their leaders:

- ✓ Build trust in a way that's lightning fast, yet stands the test of time
- ✓ Find and commit to a common purpose, even in the face of uncertainty
- ✓ Maintain personal confidence and resilience in the midst of the inevitable plot twists of organizational life.

If you're committed to helping the teams you serve become an enduring success story, this is the session for you. Take a step outside your comfort zone and walk away inspired, re-energized and equipped with facilitation tools and techniques you can immediately apply.

You'll be honing your skills while laughing your @\*\* off—what could be better?



**Evans**  
INCORPORATED

Evans Incorporated  
3110 Fairview Park Drive  
Suite 1100  
Falls Church, VA 22042  
(703) 663-2480  
info@evansincorporated.com

Evans gives our clients the **Power to Transform** by helping them:

- Realize Strategic Goals
- Create Resilience to Change
- Enhance Business Performance
- Accelerate Team Performance
- Optimize Program Management

[www.evansincorporated.com](http://www.evansincorporated.com)





28





CHESAPEAKE BAY  
ORGANIZATION  
DEVELOPMENT NETWORK

# Member Benefits

<http://cbodn.org/join-today!>



## As a CBODN Member ...

### Job Postings

Get access to our frequently updated listing of OD jobs in the metro area - curated in one spot for your convenience!

### Online Directory Listing

Get new business! Our public directory helps organizations looking for OD practitioners in the metro area *find you!*

### Evening Program Discount

Hear recognized experts and discover new tools, techniques and practices with our evening programs! Conveniently held across the DMV area for members, who also receive registration discounts!

### Annual Conference Discount

Get more than \$100.00 off your ticket to our annual conference - always held in the DMV area!

### Communities of Practice

New Practitioners, Coaching, Government, and more! Conveniently located and priced!

### Coming Soon: Neighborly Meet-Ups

Does DC traffic get in the way of you connecting with fellow OD practitioners? Then find one in your neighborhood by connecting with our other members!



**AND...** Community! Join now and make *great* connections!

# THANK YOU!

## To our Sponsors

### PARTNER SPONSORS

THE  
**GET REAL**  
PROJECT



**MAFN**

*Advancing Excellence In Facilitation*

**Insight**  
MANAGEMENT  
CONSULTING

**Business Visions**  
BUSINESS VISIONS

**BizVisionPartners.com**  
**(301) 330-5876**

### ACADEMIC SPONSORS



AMERICAN  
UNIVERSITY  
WASHINGTON, DC



**FIELDING**  
*Graduate University*

**GEORGE  
MASON**  
UNIVERSITY

School of Policy, Government,  
and International Affairs

### VENDORS



**Brighter Strategies**  
Better process. Brighter results.

**CoVision**

Designing the world's  
most productive meetings.