Organisation Design Masterclasses

Modules 1, 2 and 3 to be delivered in Utrecht, September 2017

About EODF

Founded in 2011, The European Organisation Design Forum (EODF) is the professional community of organisation design practitioners based in Europe. EODF builds and advances the community, practice and leadership of the field of organisation design and its strategic role in the connectivity to other disciplines.

We provide a community for practitioners, educators and organisational leaders, where members are challenged to advance the principles of organisation design, share and synthesise best practice, and create new knowledge about how people and systems are organised to achieve results and create meaningful experiences.

To fulfil our mission, we organize numerous platforms for the exchange of knowledge. Among them are our annual conference, regular country group meetings throughout Europe, a mentoring program and organisation design masterclasses. We also keep our members up to date on the latest research, articles and other content that is relevant to them as organisation design practitioners.

Learn more about EODF by visiting our [website](#) or by watching our [introductory video](#).

EODF European Organisation Design Forum

Masterclass Module 1 & 2 'Seeing, Thinking & Doing Design' (Utrecht, September 21)

This is the first time we will be offering modules 1 and 2 of our masterclass in a condensed, one-day format.

We will explore the relationship between the individual designer and organisation design. We will talk about different frameworks and models, as a way to explore what designing organisations means to each of us. We will also cover the 'how' of organisation design: different end-to-end design approaches, each with their pros and cons.

Objectives of this masterclass:
- Identify and discuss own beliefs, biases and preferences towards design, design thinking and organisation design
- Define organisation design (What and How) and its relation to design thinking
- Appreciate the current trends and history of organisation design (What) and its approaches (How)
- Apply organisation design to practical business challenges

Outline for Module 1 & 2

- Identify own beliefs and assumptions about design, design thinking and organisation design
- The principles of design thinking
- The history of organisation design
- Different models and approaches for organisation design (the 'what' and the 'how'), including their issues and trade-offs
- Critical elements of a good design approach
- Organisation design best practices
- Quick case study scenarios: what would you do?

Date, time and location:
Thursday, September 21 2017, 9-17h
**Berenschot, Europalaan 40, Utrecht**

Masterclass Module 3 'Making Design Real' (Utrecht, September 22)

Utrecht will see the premiere of our brand new masterclass module 3.

In this module we will focus on doing the actual design work. Our experienced faculty will guide you through an approach that covers everything from design criteria and concept design to designing the coordination and control mechanisms. Based on a real-life case study, you will work in small groups to go through all the steps needed to produce an organisation design.

Objectives of module 3:

- Understand and apply the steps of an organisation design approach
- Learn the principles of bounding and organising work
- Learn how to create meaningful roles and jobs
- Identify critical interdependencies and learn how to design the necessary integration and coordination mechanisms
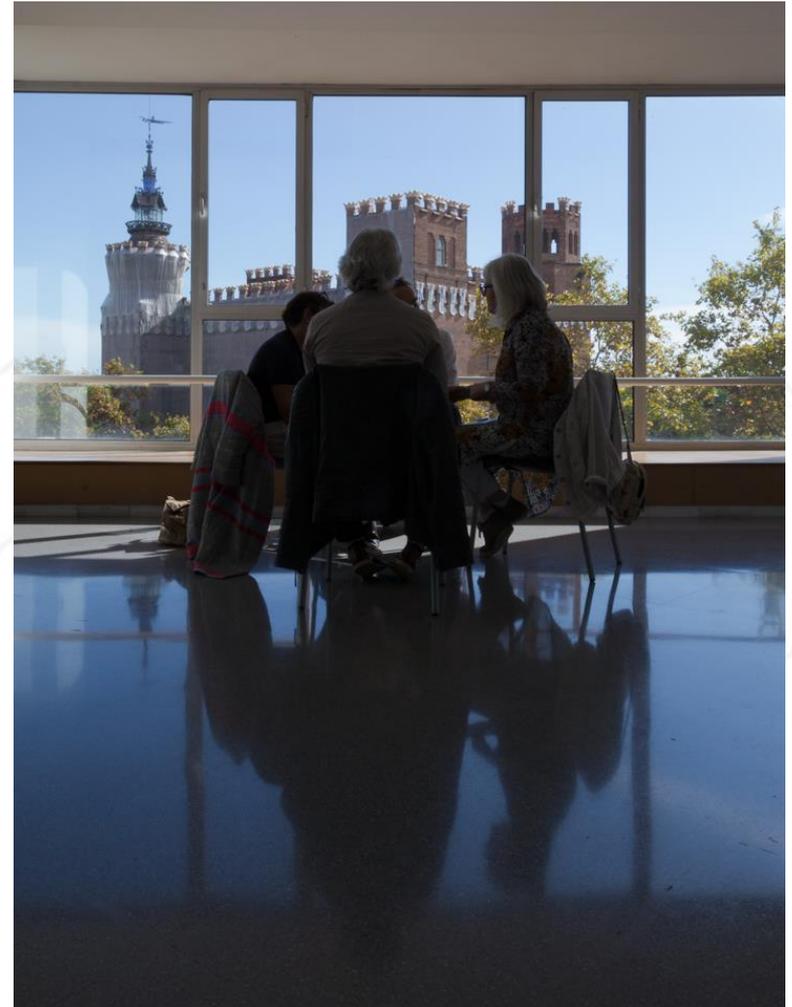
Outline for module 3

- Welcome and introductions
- Case study round 1: design criteria and concept design
- Case study round 2: designing roles and jobs
- Case study round 3: designing governance, coordination and integration
- Development plans and evaluation

Each round of case work will have the following steps:

- Explanation of principles and frameworks relevant for this round
- Case study work in small group
- Debrief of key design decisions and learnings

Date, time and location:
Friday, September 22 2017, 9-17h
Berenschot, Europalaan 40, Utrecht

Faculty for both modules

Mark LaScola, board member of EODF. Mark is the founder and managing principal of ON THE MARK (OTM). Now in its 26th year, with offices located on both sides of the Atlantic, OTM is recognized by many as a preferred vendor in providing substantive yet practical organisation design, business transformation and lasting change. With more than 300 redesigns and 600 engagements, LaScola has trained and developed approximately 5,000 executives, managers, and internal change agents in OTM's comprehensive solutions across diverse industries on six continents.

Stuart Wigham, board member of EODF. Stuart is the Director at Wigham Consultancy Services. Prior to starting his own consultancy service he worked as a Senior HR Manager specialising in Organisation Design with Europe's largest local authority Birmingham City Council. In addition he is currently finishing his PhD research at Aston Business School. With expertise in the Whole System school of thought, he has a particular interest in engagement principles and practice and applying strategy, reward and equality principles.

Jeroen van Bree, chair of EODF. Jeroen is an organisational design consultant at Berenschot. He combines almost twenty years of consulting experience with the latest (academic) insights in the field to support managers in their task of organisational design, in the public as well as the private sector. A subject that has had his particular professional interest is enriching organisational design with elements from design thinking and game design. In 2013, he obtained a PhD at Nyenrode Business Universiteit based on his work investigating these issues.

What participants have been saying…

"Informative, interactive, thought provoking"

"A very valuable workshop that gave me in-depth insights"

"Our team appreciated the masterclass and it was clear we all had valuable take-aways"

"My perspective has been expanded"

"I now have a wider understanding of the key contributors, theories, models"

"My beliefs are not the same as earlier. I got the whole picture and it was interesting for me to see it from a strategic point of view"

Practical details

To ensure the best learning experience, we are limiting the number of participants to 15 for each module.

The masterclasses will be conducted in English.

Prices for the masterclasses are as follows (all VAT exclusive):

- EODF members: 1 module € 350, both modules € 600
- Non-members: 1 module € 410, both modules € 660 (these prices include a one-year membership to EODF)
- Prices include tea, coffee, refreshments and lunch.

To sign up for the masterclasses or for more information, go to http://eodf.eu/eodf-masterclasses/

For more information about the European Organisation Design Forum, visit http://eodf.eu