

Breaking the Mould

www.BreakingtheMould.co.uk

May 2010

“As Long As Managers Try To Control They Will Create Passive Resistance, Or Outright Aggression.”

England

This month we completed work on a long article, or short book, called “*Creating Sustained Performance Improvement Through Engaged Change*” The work aims to be quite specific about what engagement is, what we can do to achieve it and what are the consequences when we do. It is about 10,000 words long so far and we have got to the point where we need some feedback. What can we do to make it better? What have we missed out? What could be done to make it clearer? If anybody would like to see the first rough draft, it is here, <http://tinyurl.com/ygay6n2> We would appreciate any feedback.

We published a new article this month incorporating data supplied by John Grover. It is difficult, based on the figures John supplied, to suggest that there is not a link between the number of ideas gathered from the workforce and the quality of the work they produce. It is not a great step from there to understanding that there is a link between the number of ideas submitted and the level of engagement of the workforce. <http://tinyurl.com/38j88lt>

On the Linked in forum there is a thread that asks “What are the characteristics of an engaged / disengaged workforce?” There was a very concise and accurate reply by Fraser Marlow to which we added our own observation, that one way of telling how engaged or otherwise the workforce was, was to count the number of suggestions that they made to improve their own operation. <http://tinyurl.com/yqgplqe>

Andrew Humphries and Richard Gibb are gathering material for a book “Collaborative Change” and want to include a BtM story. We chose the story “Marche” which has been uploaded onto the collaborative change site for peer review. http://gibbshumphries.org/collaborative_change

Peter Simon of Ambit confirmed the distribution deal with Fenman Professional Training Resources who have included it in their catalogue and hope to get it in front of their customers before the summer. A streaming version can be viewed from the AMBIT site at <http://tinyurl.com/yaknjjas> Good Luck.

On the Ezinearticles.com site we clocked up a running total 26,000 views of our published articles this month. http://ezinearticles.com/?expert=Peter_Hunter

On Linked in there is a revealing thread called “In A Sentence, Please Describe One Trick To Engaging Or Rewarding Employees.” Started by Mark Allen who describes his company as,

Charles S Jacobs – Management Rewired.

“Workplace Communication Experts.” Our first reaction was how prevalent this attitude is. The blanket assumption that in order to get the workforce to do anything we have to trick them into doing what we want, and the arrogance that assumes that management is so intellectually superior to the workforce that the workforce will not notice they are being tricked. This is the worst kind of management. <http://tinyurl.com/yvnezbz>

Trevor Edwards published an article this month that pretty much sums up engagement. Trevor tells us that engagement is either “a nice idea but we haven’t got time for it at the moment” or “we don’t understand why it hasn’t worked, we told everyone exactly what to do.” Spot on Trevor, <http://tinyurl.com/3y7uvov>

We have finally succumbed to the twitter bug and with a link on the BtM website intend to make occasional posts. Our experience of Twitter is limited so if anyone has experience of using the medium or can give us any tips to use it more effectively we would be extremely grateful. <http://tinyurl.com/339geix>

We got a call from a Scottish Performance improvement consultancy last month. They are in the Oil and Gas business. There are two possible avenues to progress. One, to go hands on offshore to reproduce the BtM results, the other is to coach others in the process. Nothing is going to happen very quickly but they seem very keen. We will see how it goes and if there are any implementation opportunities we will pass them on.

We became very confused by the ash cloud that seemed to be present only in UK airspace last month. There seems much opinion but little fact. Did it exist and if it did, did it represent any sort of threat? Is anybody aware of a source of data that is not published by someone with a vested interest and in which we may place some confidence?

BtM Website - Number of Hits per Month - 2009/10

