WHAT DOES IT TAKE FOR PEOPLE TO ALIGN BEHIND CHANGE?

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#FacWeekChat
Déjà-vu all over again?

How can facilitation help you? IAF organising
#FacWeekChat Fri 23 Oct at 10-11am & 4-5pm
UK | listen, chat, learn

https://storify.com/martingilbraith/what-does-it-take-for-people-to-align-behind-chang
First find your leaders
Key insight from the 2016 International Leadership Institute
‘What do I need to grow as a leader?’
The most used word is the biggest
How IABC Can Effect Change

This is the *Theory of Change* and shows, in line with our bylaws, why IABC exists. This is how as an organization we have influence and impact on our profession, the business world and society at large.

Input — Leadership development

**Philosophy:** IABC is a practitioner-driven organization whose strength is derived from the dedication of its members to the advancement of their profession.

**Purpose:** IABC serves its organizational subdivisions and leadership by providing services, management support, leadership development, conferences and awards programs encouraging and recognizing innovation, creativity and best practices.

Output — our influence

**Mission:** Provide lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen disciplines.

**Mission:** Share among our membership best global communication practices, ideas and experiences that will enable the development of highly ethical and effective performance standards for our profession.

Outcome — our impact

**Mission:** Champion the communication profession to business leaders.

**Mission:** Shape the future of the profession through ground-breaking research.
IABC Structure

Executive Board

- Executive Committee

Board Committees
- Audit & Risk
- Ethics
- Finance
- Investment
- Nominating
- Policy
- Personnel

Programmatic Committees
- Academy
- Awards
- Communications
- Editorial Advisor
- Leadership Institute Programme Advisor
- World Conference Programme Advisory

Task Forces
- Membership
- World Conference

Council of Regions
- Africa
- Asia/Pacific
- Canada East
- Canada West
- Europe/Middle East/North Africa (EMENA)
- US – Heritage Region
- US – Pacific Plains Region
- US – Southern Region

Chapters & Members-at-Large
Code of Good Governance

An effective board will provide good governance and leadership by:

1. understanding their role
2. ensuring delivery of organisational purpose
3. working effectively both as individuals and a team
4. exercising effective control
5. behaving with integrity
6. being open and accountable.
Who does what

Chapters
- The heart and soul of IABC
- Provide local network, professional development, mentoring and more

Freedom within a Framework
Highly Interdependent
1000+ Leaders

International
- Provides the global framework for the organization and sets standards and direction
- Supports Regions in delivering value to Chapters
- Provides global tools, resources and content (including membership back-end)
- Global connectivity

Regions
- A resource to Chapters, provides regional-level leadership development and sharing of good practices
- Looks after Members-at-Large
- Some regions also run conferences
#ECASSE

- Ethics
- Context
- Consistency
- Analysis
- Strategy
- Engagement

Use well-established standards and methodologies
Our tone of voice

Our tone of voice is the way in which we write and speak; what we say and how we say it. It is informed by our personality. It is important that our brand personality is translated into words as well as the visuals. The way we express ourselves in words is a reflection of our brand.

IABC’s voice is:

<table>
<thead>
<tr>
<th>TONE OF VOICE</th>
<th>WHAT IT MEANS</th>
<th>WHAT IT DOESN’T MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human</td>
<td>We are personable. Address the audience with an inclusive tone in first person (i.e. you, we, us). It is a member-first perspective. We are welcoming and friendly. We are collegial and down-to-earth.</td>
<td>We don’t mean we are too familiar, soft, cute or alternatively stiff. We don’t mean a corporation talking to a customer but a colleague talking with another colleague.</td>
</tr>
<tr>
<td>Open</td>
<td>We are clear, uncomplicated and easy to understand. We are approachable and positive.</td>
<td>We don’t mean patronizing, lacking substance, or double meanings. We avoid unnecessary jargon and rhetoric.</td>
</tr>
<tr>
<td>Confident</td>
<td>We are accomplished, relevant and leading-edge. We celebrate our successes and are proud of who we are (meaning our brand and our member community).</td>
<td>We don’t mean arrogant, pompous, vain, or over-promising.</td>
</tr>
<tr>
<td>Professional</td>
<td>We are responsive, dependable and timely. We are knowledgeable and collaborative. We understand that quality underlies what we do and what we deliver to our members.</td>
<td>We don’t mean stuffy, corporate or formal, boring or lacking a sense of humor.</td>
</tr>
</tbody>
</table>
Key steps illustrated:
Café-style tables / conversation clusters

World Café images courtesy of IABC Europe, Middle East and North Africa with thanks to the participants at the 2016 Eurocomm Regional Conference
Key steps illustrated:
Write/doodle/draw

World Café images courtesy of IABC Europe, Middle East and North Africa with thanks to the participants at the 2016 Eurocomm Regional Conference
Key steps illustrated:
Capturing feedback

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Have we got a challenge for you?

Yes
Leadership Advice.

On Paper Airplanes.

Unfolded.

#IABC
lead by example and inspiration
Find a way to open yourself to possibilities and inspire others.
Social media is free and effective way to get the IABC brand out there!
Be the objective observer of your own experience.
REACH OUT & CONNECT