

“Integrating Technology & Organization In a Digital World”

Global Socio-Technical Systems (STS) Design Network

San Francisco & Silicon Valley Roundtable

September 6-9, 2016

CALL FOR PROPOSALS—Proposals due March 31st, 2016

Our Objective

For IT Professionals wanting to learn new paths to successful applications in organizations and networks, and for work design Practitioners who need to exploit the full potential of digital technologies in productive and humane organizations, this Roundtable will refine understanding of where and how a Systemic approach to the Design of Work (integrating people, IT, and organization) adds value in today’s digital world--a mutual learning experience for IT and Business Professionals, Managers and Union leaders, academic Faculty and Students, and organization design Practitioners (see initial program outline below).

Working Principles for this Roundtable

To maximize active participation, this Roundtable will emphasize group deliberations rather than Power-point presentations. We will clarify core design values and principles, while we expand the reach of work design to include digital contacts with persons throughout the client/customer experience. We will focus on real client issues, drawing on socio-technical systems work design methodologies, together with perspectives of design thinkers, IT professionals, and practitioners involved with agile methods and lean approaches.

Key Deliberation Topics

In order for us accomplish our objective for shared development of knowledge, this Roundtable has been designed as its own work system where we process the following set of key deliberations--

- a) *“What do we mean by the ‘Digital World’ and its relevant characteristics in the context of work?”*
- b) *“How is the ‘Digital World’ disrupting and/or opening opportunities for Systemic Work Design?”*
- c) *“How might Systemic Work Design help Business and IT professionals work together?”*
- d) *“What are key features of inspirational Examples of IT integrated with Organization Design?”*
- e) *“What new Framework(s) can we envision that support Systemic Work Design in a Digital World?”*

These deliberations will explore **work-related Aspects of the Digital World including uses of IT related to Control and Coordination, interconnected Work/Production processes, Virtual Services, Networks and Interorganizational Collaboration, and enterprise Ecosystems, plus the impacts of technical developments** such as Social Media, Robotics, Wearable Technologies, Enterprise information systems, and Big Data.

Invited PROPOSALS

To stimulate insights on such topics within our deliberations, **we invite your proposals for:**

- 1) **Case Studies** of real world examples of Digital Technologies integrated with Organization Design;
- 2) **Pecha Kucha presentations** on research, publications, interventions, and innovations in Work, Worklife, and Organization in the Digital World; and
- 3) **Research or Position Papers** that support any or all of this Roundtable’s Deliberations.

Case Studies will NOT require a formal presentation, but rather a story and conversation (60-90 minutes) about a substantial example of IT integrated with Organization Design. Use of flipcharts and/or handout notes may support case study reviews. **Pecha Kucha** is a fun and creative presentation format where you show and talk to 20 images, each for no longer than 20 seconds--short, concise, informative, fast-paced presentations. **Papers** can be of any length—quality, substance, and originality are the criteria for pre- and post-Roundtable reading material for participants.

Proposals do NOT need to be elaborate at this stage--all we need is a title, participant name(s), the format you prefer (Case Study, Pecha Kucha or Paper), a brief description, and relevance for this Roundtable.

The **Proposal Review Team** is composed of **Peter Sorenson** (independent strategic organization design consultant based in Dallas, Texas) and **Dr. Mark Govers** (professor in management sciences at Maastricht University, The Netherlands, and senior advisor to firm consulting on business & IT alignment).

Please send proposals (and any questions) to:

Peter Sorenson peteso@strat-org.design and Mark Govers m.govers@maastrichtuniversity.nl

2016 Roundtable – Program Outline

| DAY | TOPIC | DAY | TOPIC |
|--------------------------|--|---------------------------|---|
| Tuesday AM | (Optional) Pre-WORKSHOP (1/2 DAY) Digital Technology, The United Farm Workers (UFW) & The Equitable Food Initiative (EFI) The STS Working Group of the UFW shares their work using digital technology, social media, and other tools to overcome the challenges of geography, languages, culture, and the inter-organizational silos of the food supply chain (EFI) from the growing fields to our tables. | Thursday AM | NARRATED (BUS) TOUR Of Silicon Valley with Stops to visit Facebook, Google, (possibly) the new Apple 'spaceship' HQ, and Stanford University. Lunch & Meeting : Quadrus Conference Center |
| Tuesday PM | (Optional) Pre-WORKSHOP (1/2 DAY) An Appreciative Review of the various 'schools' of Socio-Technical Systems (STS) Design Thinking - what are differences and similarities in these enterprise and work system design methods? - how do they currently incorporate IT? - what is the common 'essence' of STS Design? | Thursday PM | A Case Study: One Story of "The Valley, Digital Apps & Organization Design" Deliberation Topic C: "How might Systemic Work Design help Business and IT professionals work together?" 'Disruption Up Close & Personal': Conversation with New Age Workers from the Valley |
| Tuesday EVE 7-9 PM | RECEPTION & CELEBRATION - Roundtable Opening 30 th Anniversary of the STS Roundtable Guest Speaker: Ann Majchrzak, Professor of Digital Innovation, USC School of Business | Thursday EVE 5-7 PM | Informal Reception (Host Bar and Warm Appetizers) on the Quadrus Conference Center patio overlooking Silicon Valley |
| Wednesday AM | Welcome—Setting the Context for this Roundtable Guest Speaker: Edgar Schein, Professor Emeritus, Sloan School of Management, MIT Deliberation Topic A: "What do we mean by the 'Digital World' and its relevant characteristics in the context of work?" Pecha Kuchas provide input during the deliberation. | Friday AM | Simultaneous Sessions Examples of Digital Technology integrated with Organization Design Deliberation Topic D: "What are key features of inspirational Examples of IT integrated with Organization Design?" Applying the principles to a Working Case Study |
| Wednesday PM | Deliberation Topic B: "How is the 'Digital World' disrupting and/or opening opportunities for Systemic Work Design?" Pecha Kuchas provide input to the deliberation. 'Wrap Up' on main challenges & potential contributions for Systemic Work Design in today's digital world. STS/RT Annual General Meeting | Friday PM | Break-out Groups report out Design recommendations for the Working Case Study Deliberation Topic E: "What new Framework(s) can we envision that support Systemic Work Design in a Digital World?" Sub-groups make initial reports before 2 nd iteration. 'Wrap Up' and a 'Bridge to the 2017 Roundtable'. |
| EVE | GALA DINNER | | |