

SFCT Full Member Reviews

In this section we give a quick update on the fascinating projects that have been submitted as a “piece of work” in order to gain full membership of SFCT. Longer reports are available at: <http://www.asfct.org/memberslist.php> — simply click on the name of a full member to read about his or her “piece of work”.

Yasuteru Aoki (Japan)

Reviewers: Kirsten Dierolf and Carey Glass

Aoki-san helped a manufacturing company install an “SF inside” motor for continuous organisational development. A 2-day in-house training resulted in the formation of “the 5 dreamers” – a group of employees who were committed to building on the positive experiences in class. The continuous support of Aoki-san helped them change the culture of their entire factory into one of appreciation and even more respect. The director of the division testified that one of the three major reasons for their highest profit in their 95 year history was the team’s effort to become “SF inside”. Aoki-san’s reviewers, Kirsten Dierolf and Carey Glass, were very impressed by Aoki-san’s elegance in moving with the changing goals of the client and by his ability to stay away from presuming that he knew what the client wanted.

Riitta Salminen (Finland)

Reviewers: Marika Tammeaid and Peter Sundman

Riitta’s piece of work was the individual career coaching process of a CEO, which lasted 6 months and took 8 sessions and turned out to be very successful. The coachee was not only chosen to become the CEO of an international service sector company – four other companies were also interested

in hiring him. Riitta focused on having as little pre-assumptions about the client and the situation as possible. The client determined his own targets and preferred future. Riitta also gave feedback to the client using her expertise as an outplacement consultant. Riitta's reviewers, Marika Tammeaid and Peter Sundman, were impressed with Riitta's creativity and ability to build a trusting relationship. One example that was pointed out was how Riitta's client produced a "product brochure" for himself as a tool to gain understanding into his resources and into how he could market himself.

Rani Pooran (Canada)

Reviewers: Alan Kay and Shaun Lincoln

Rani's piece of work was about building an SF Change Management Strategy in PWC Canada. The strategy was developed through a series of stakeholder interviews using an SF approach. An SF method was also applied to planning the strategy development process. While a change management strategy was delivered, the difference an SF approach made was that high influence stakeholders had identified the degree of change and the components of the platform for change. As a result, early on in the process, their commitment, buy-in, and accountability to driving the change had been established. Furthermore, the more resistant stakeholders realised the progress made in the programme and organisational capabilities which could be drawn upon; thus, also increasing their commitment and accountability. Her reviewers, Alan Kay and Shaun Lincoln, were impressed with how Rani used straightforward SF tools and principles in her highly professional and rational environment to great benefit for all involved. Her pervasive, fearless and subtle use of SF in the interviews helped the stakeholders move from "problem analyst" to "noticer of useful change".