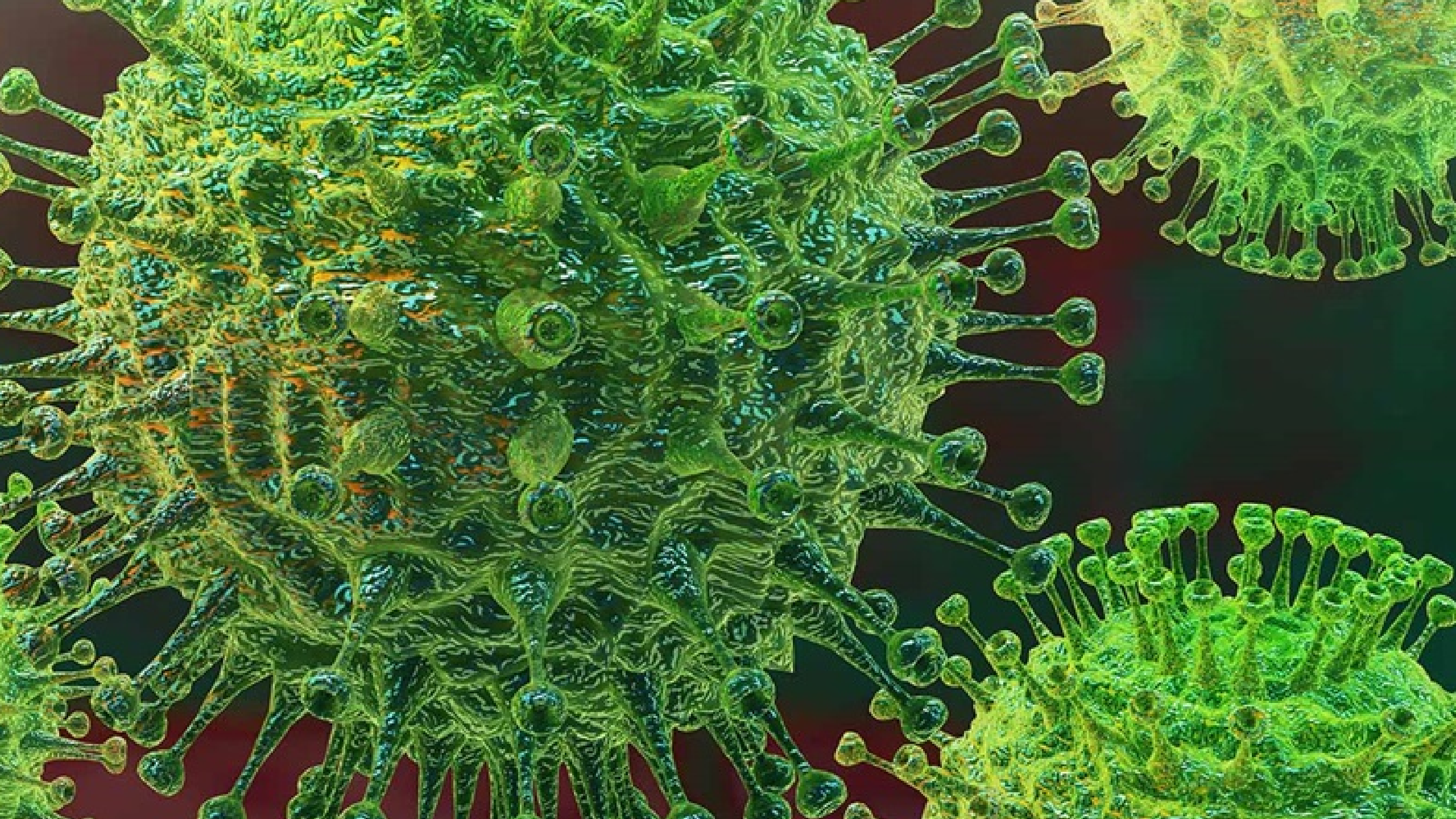
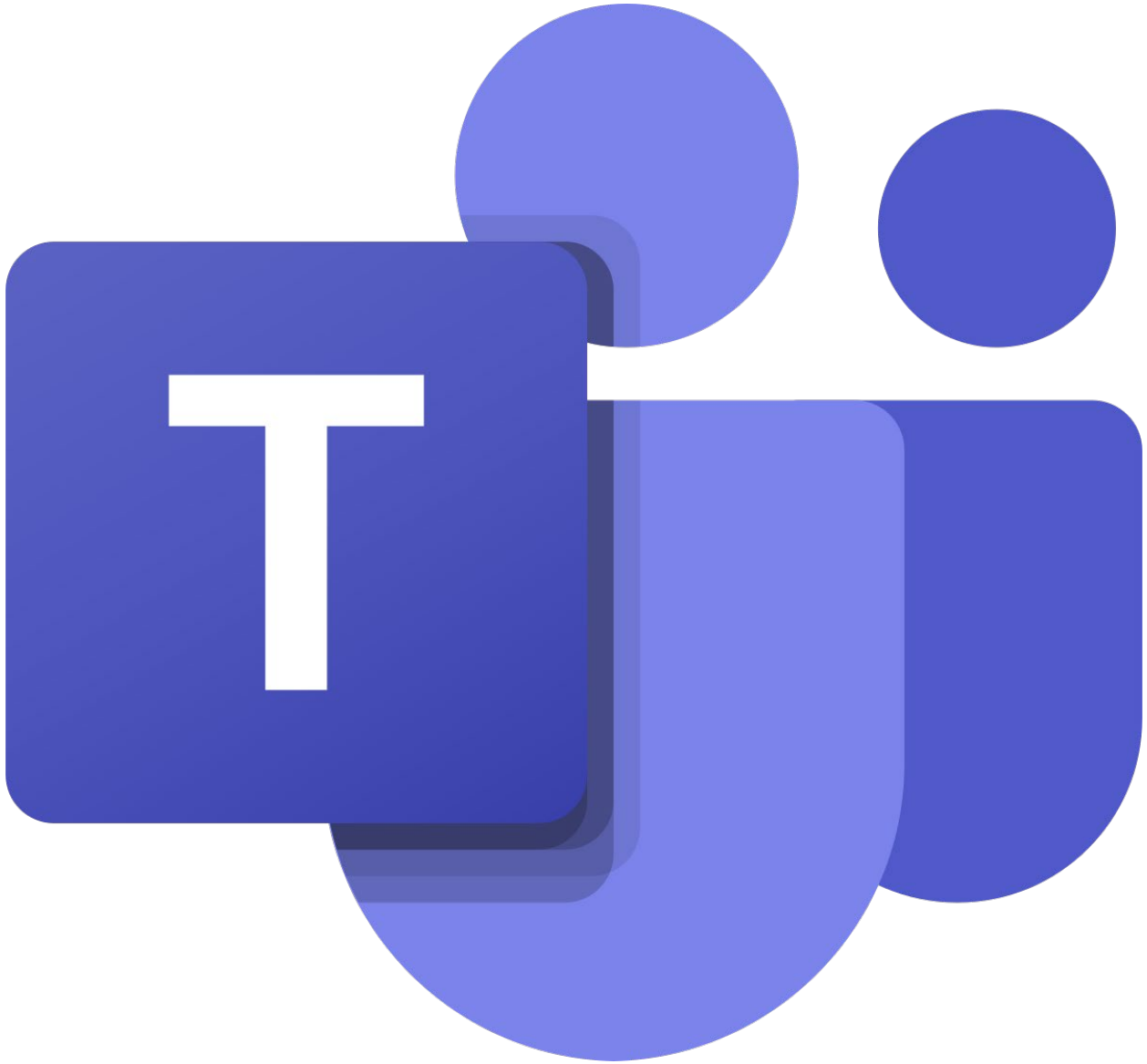
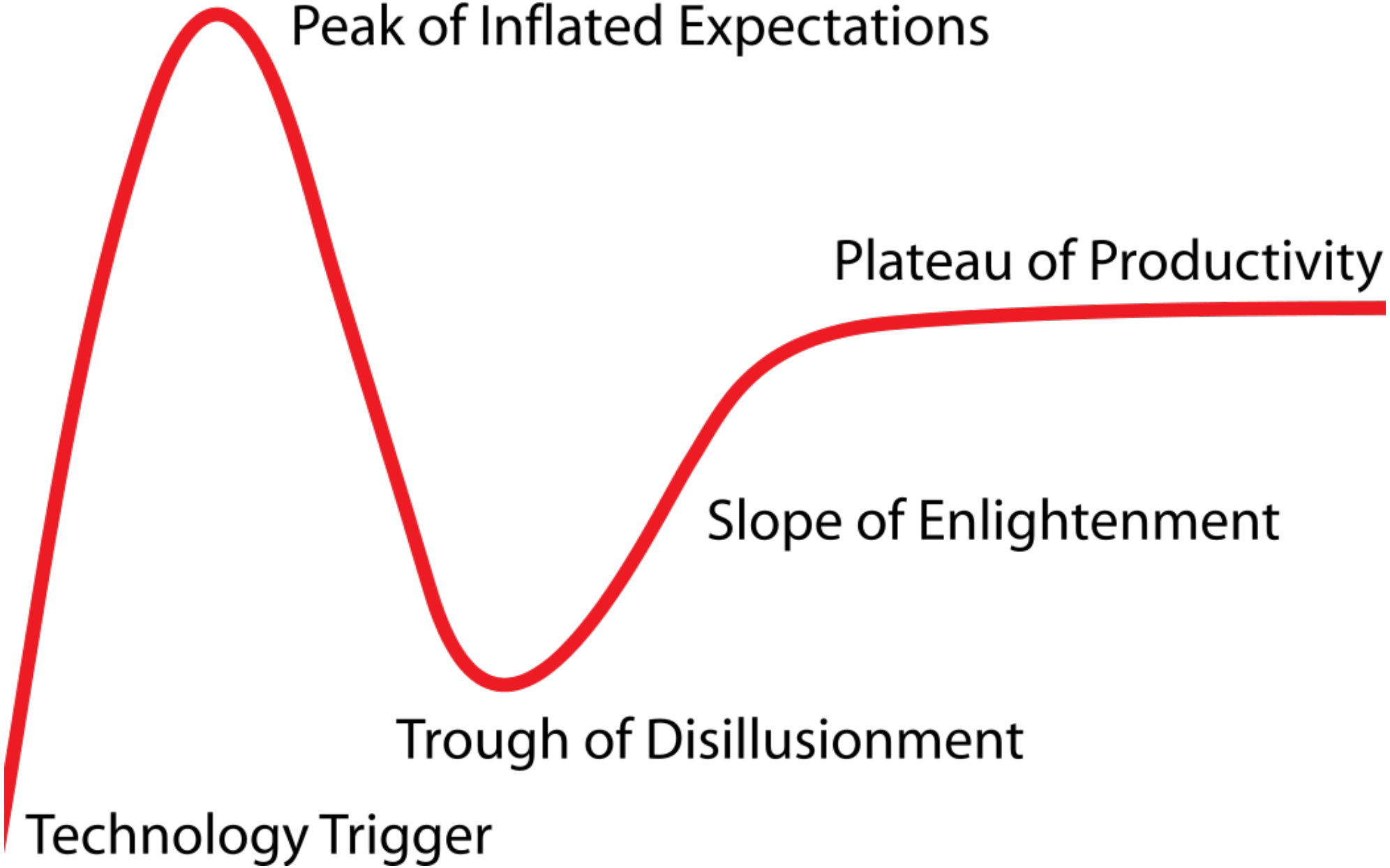
How to continue to make an impact in a post-pandemic scenario?
Hybrid Community Building
The magic is in the mix

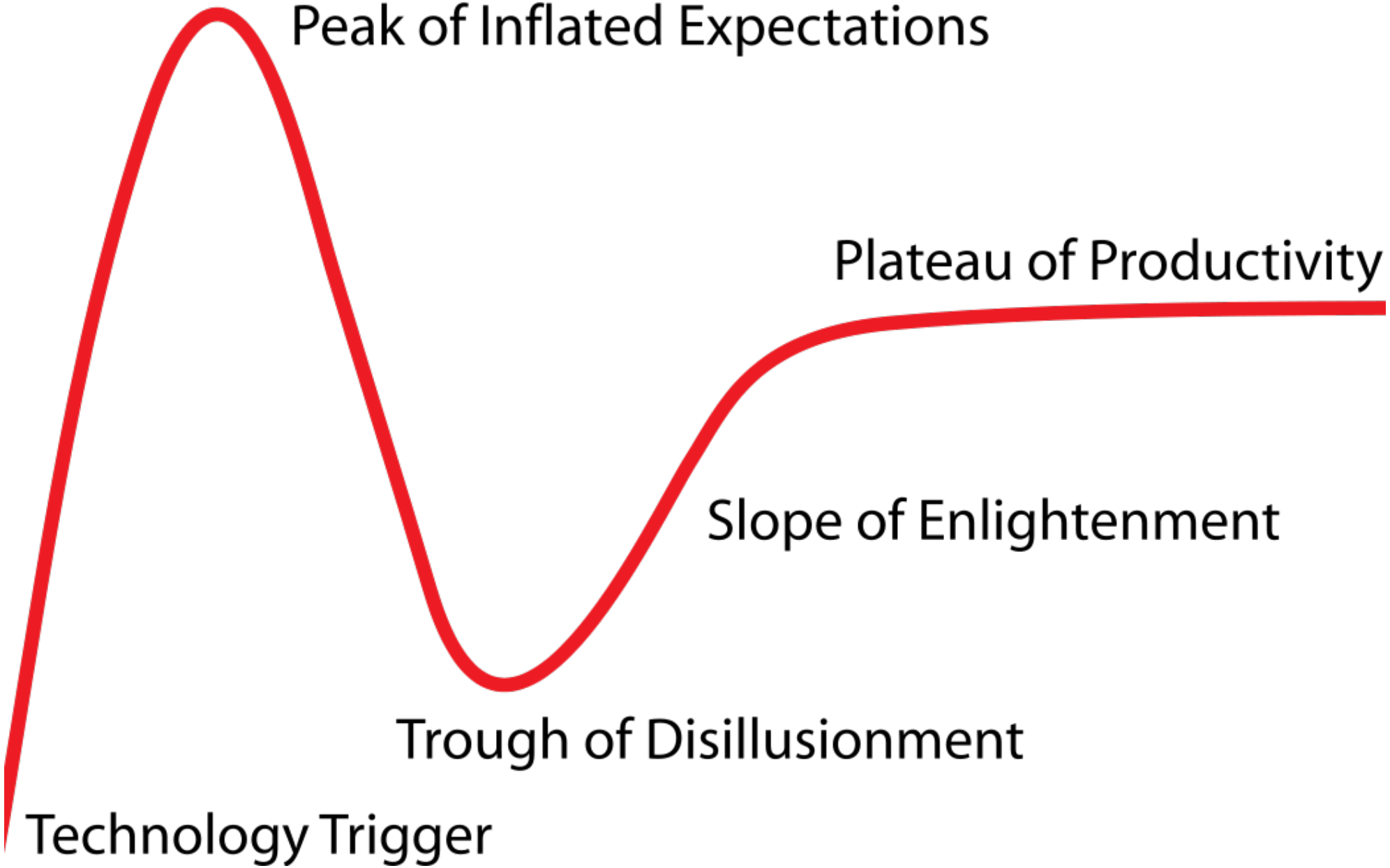
May 20 2021 – Webinar
Isabel De Clercq #connectsharelead

To watch the full session, click HERE.






Peak of Inflated Expectations
Plateau of Productivity
Slope of Enlightenment
Trough of Disillusionment
Technology Trigger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Harvard Business Review

41 Understanding China
88 How to Eliminate Strategic Overload
145 Savvy Self-Promotion

HBR.ORG
May–June 2021

Doing Hybrid Right

How to manage the new reality of work
66

MANAGING PEOPLE

ILLUSTRATOR
FEDERICO BABINA

AUTHOR
Lynda Gratton
Professor, London Business School

How to Do Hybrid Right

When designing flexible work arrangements, focus on individual human concerns, not just institutional ones.

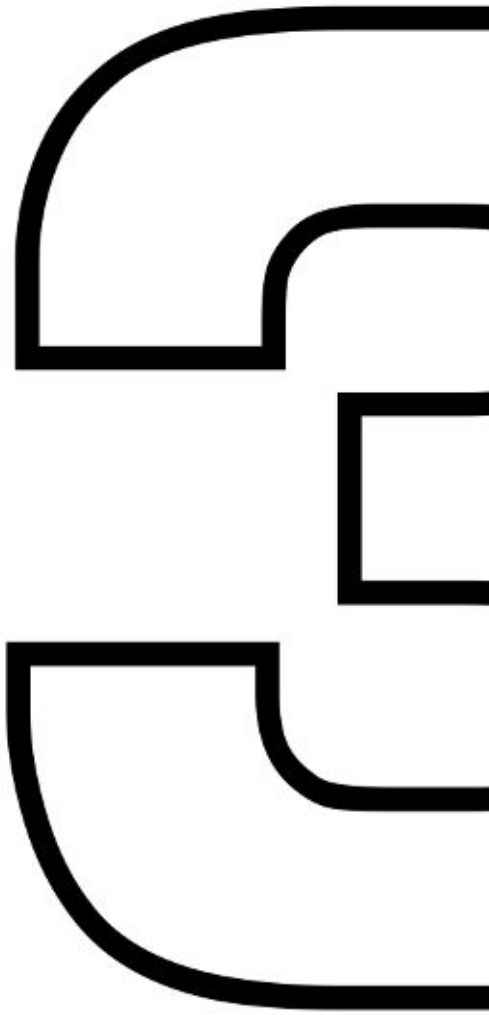
Corona was not just a crisis.
I hope it was also a period of transformation.

Corona was not just a crisis.
I hope it was also a period of transformation.

The post-pandemic era is a new beginning, a fresh start.

1. Fall in love with hybrid community building
2. How to get started? 3C model
3. The art of gathering: 3 tips

1. **Fall in love with hybrid community building**
2. How to get started? 3C model
3. The art of gathering: 3 tips



UNIVERSITEIT
GENT

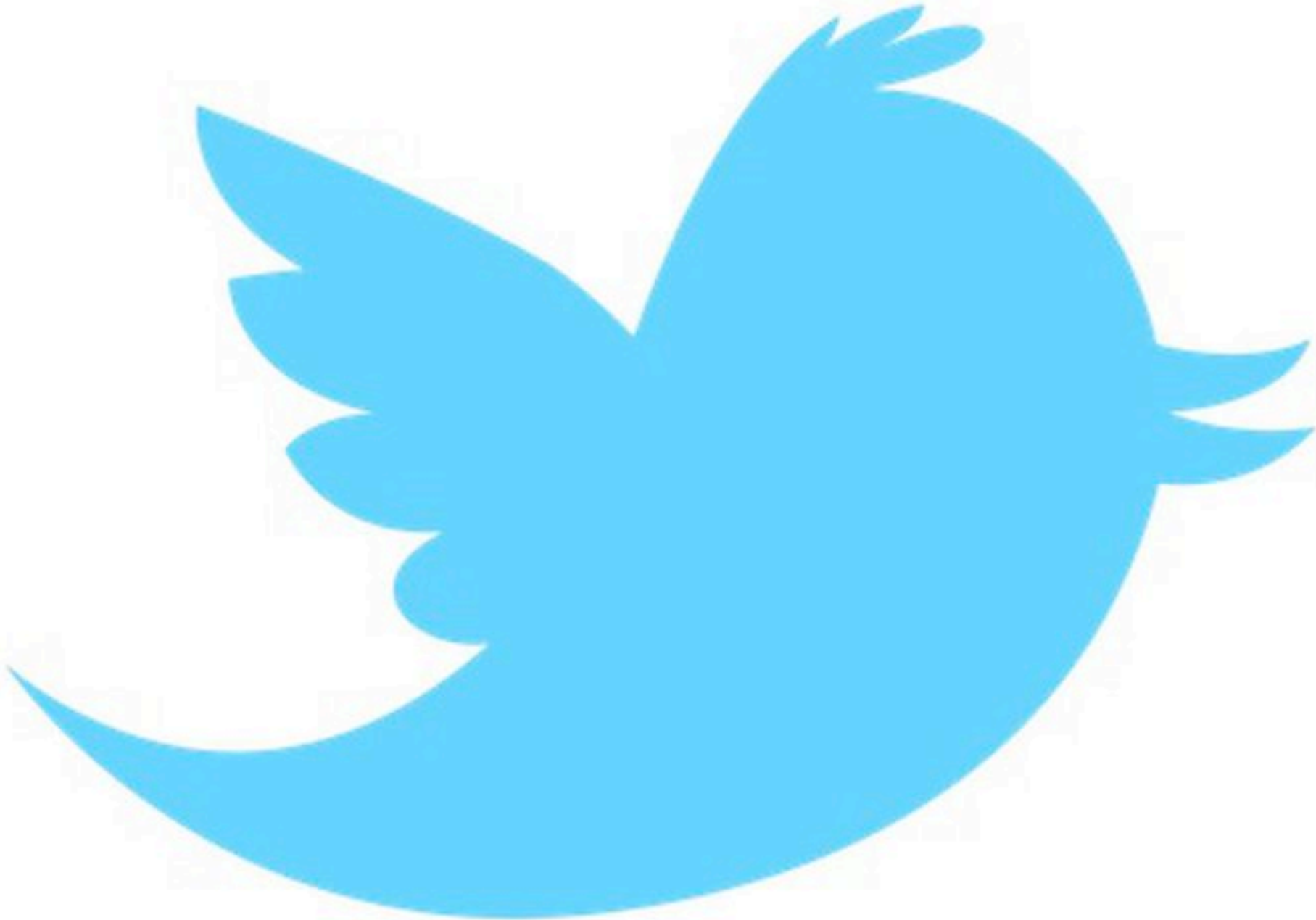
login
E-LEARNING
online education

You are not allowed to do that phone call, Isabel.
You don’t have a management position.

1998

Wolters Kluwer

When you have to be right



Effect #1

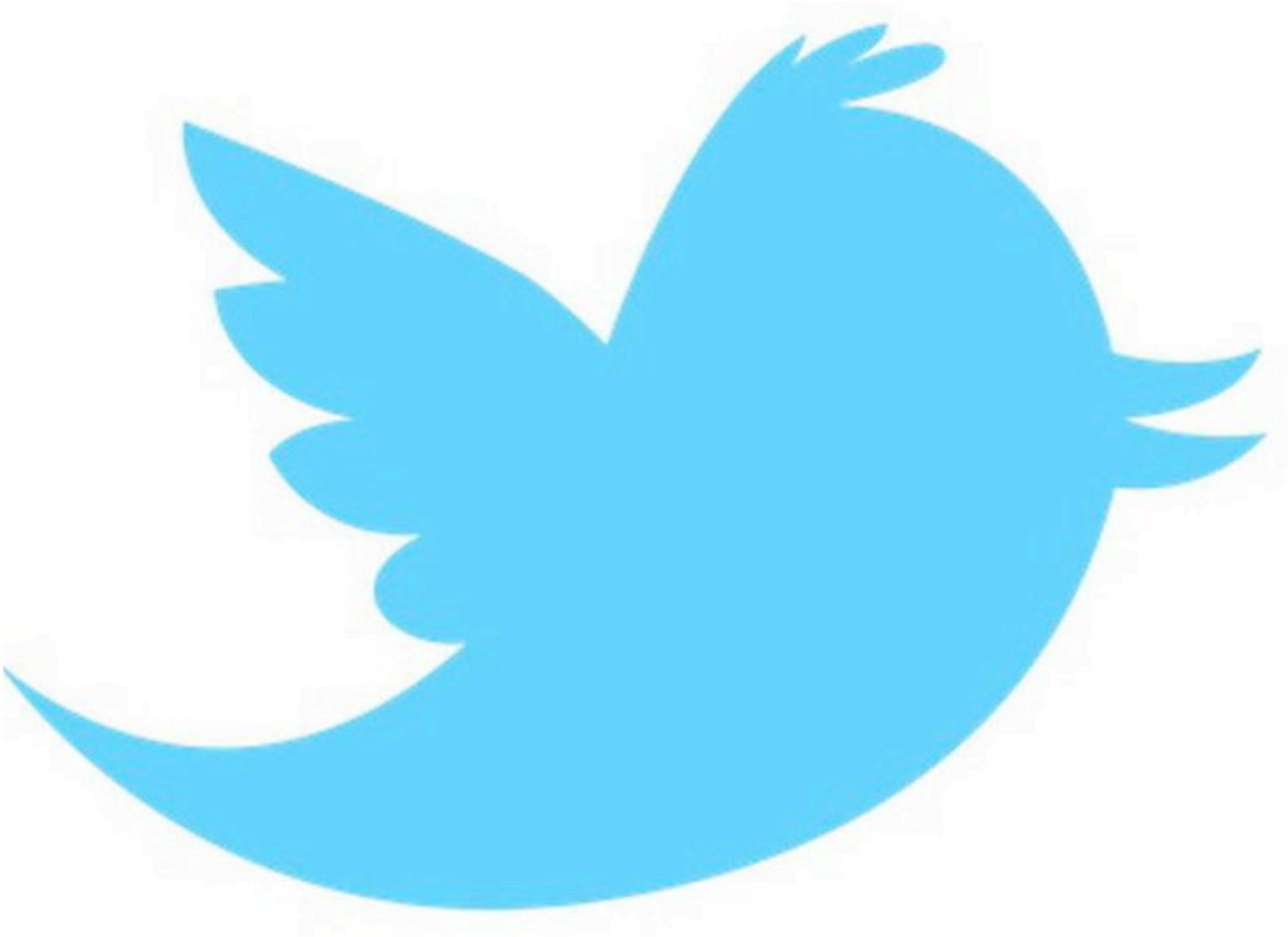
Writing things down crystallizes one’s thoughts
Heighthened self-consciousness
More aware of ‘the self’

Effect #2

Truly connected
Sense of belonging to a community
Connectedness through listening, through knowledge sharing
Building trust

Effect #3

Liberating effect
Free like the Twitter bird

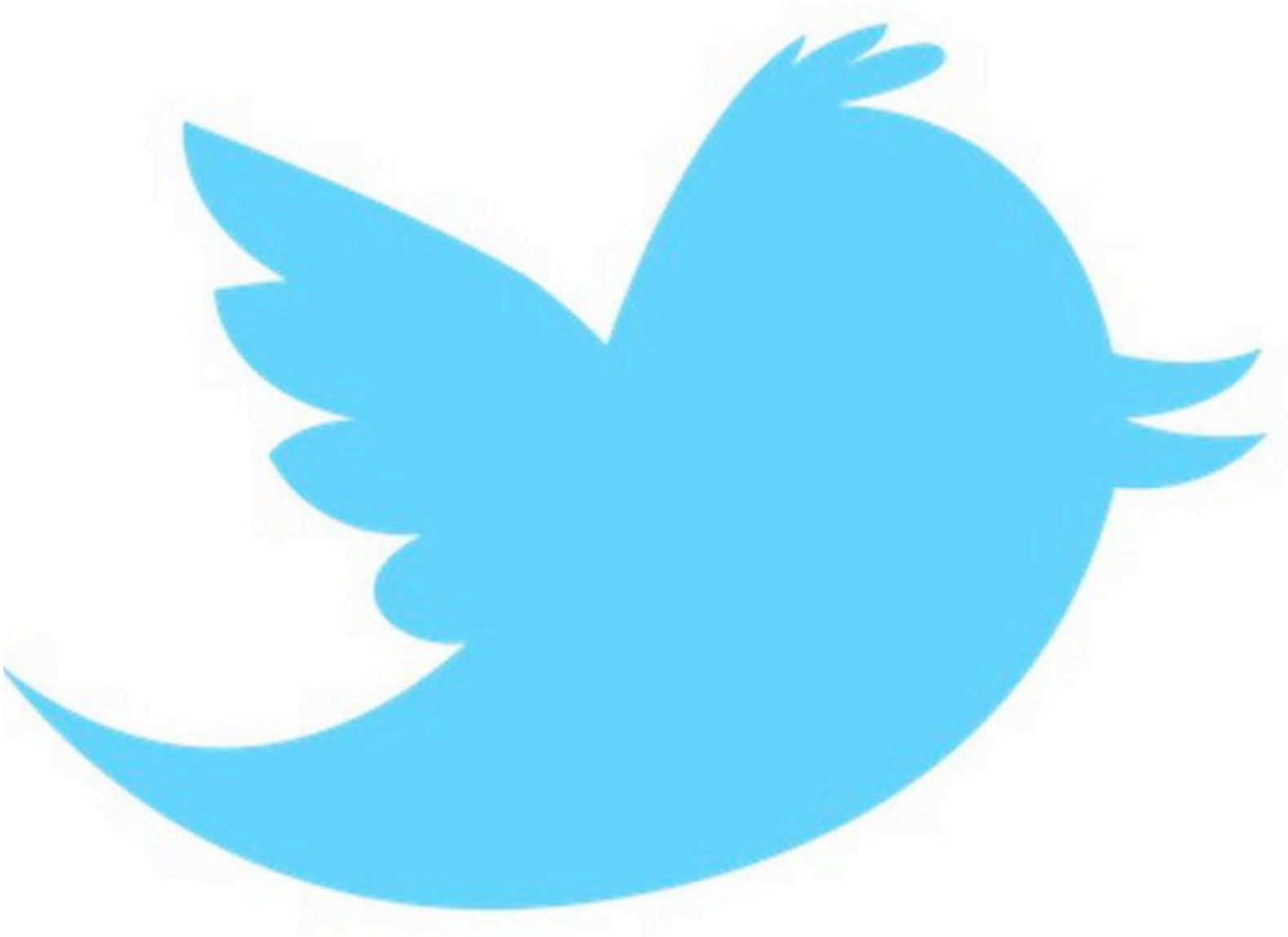


Effect #3

Liberating effect
Free like the Twitter bird

Digital breaks down barriers

- Time
- Place
- Hierarchical



digital tools break down old barriers

1. barriers of place **anywhere**
2. barriers of time
3. hierarchical barriers

digital tools break down old barriers

1. barriers of place **anywhere**
2. barriers of time **anytime – asynchronous**
3. hierarchical barriers

digital tools break down old barriers

1. barriers of place	**anywhere**
2. barriers of time	**anytime – asynchronous**
3. hierarchical barriers	**democratisation – peers**

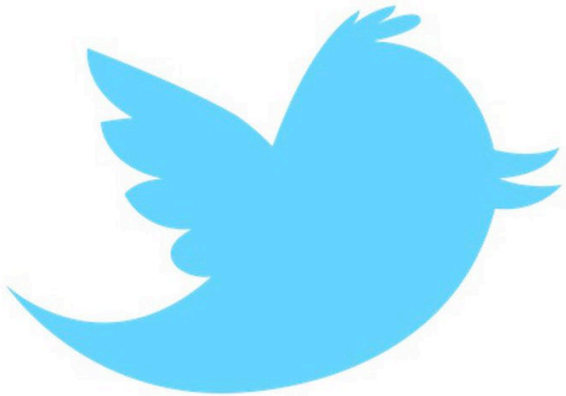
digital tools break down old barriers

1. barriers of place	**anywhere**
2. barriers of time	**anytime – asynchronous**
3. hierarchical barriers	**democratisation – peers**

digital tools have a liberating effect → freedom

Interview with Willem Van Twembeke, CEO - GDF SUEZ Energy International

1. contributes to the discovery of the self: heightened self-consciousness
2. proudness
3. digital ≠ dehumanizing – more connectedness



LinkedIn

Come on Isabel

you exaggerate
you magnify the power of digital tools beyond the limits of truth

Deci & Ryan
Self-Determination Theory < SDT >

Deci & Ryan
Self-Determination Theory < SDT >

3 basic psychological needs

Deci & Ryan
Self-Determination Theory < SDT >

3 basic psychological needs

These are vitamines for physical and mental vitality.

Deci & Ryan
Self-Determination Theory < SDT >

3 basic psychological needs

These are vitamines for physical and mental vitality
Perform better – excellent context for growth and well-being

Autonomy
Belonging
Competence

Autonomy

- When autonomous, individuals experience their behaviour as an expression of the self.
- ‘I am the causal agent of my own life’.
- Self-regulation: this presupposes you know this self, that you are aware of your values, that you are aware of what you stand for.

Physical community building

1. autonomy
2. belonging
3. competence

Physical community building

1. autonomy
2. belonging
3. competence

Asynchronous digital community building

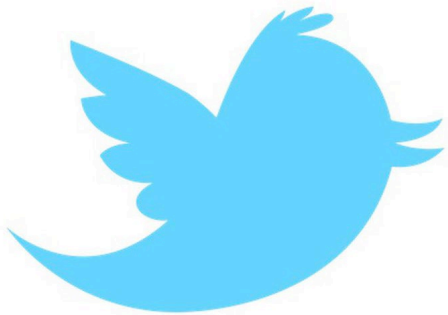
1. enhanced autonomy
2. magnified belonging
3. magnified competence

Participation in asynchronous digital knowledge flows contributes to the discovery of the self

- ✓ written communication crystallizes your thoughts
- ✓ heightened self-consciousness
- ✓ expression of the self

→

Participation in online knowledge flows fulfills the need for autonomy.



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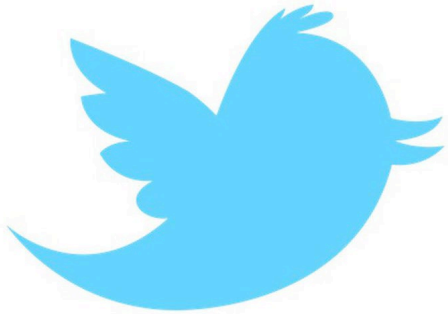

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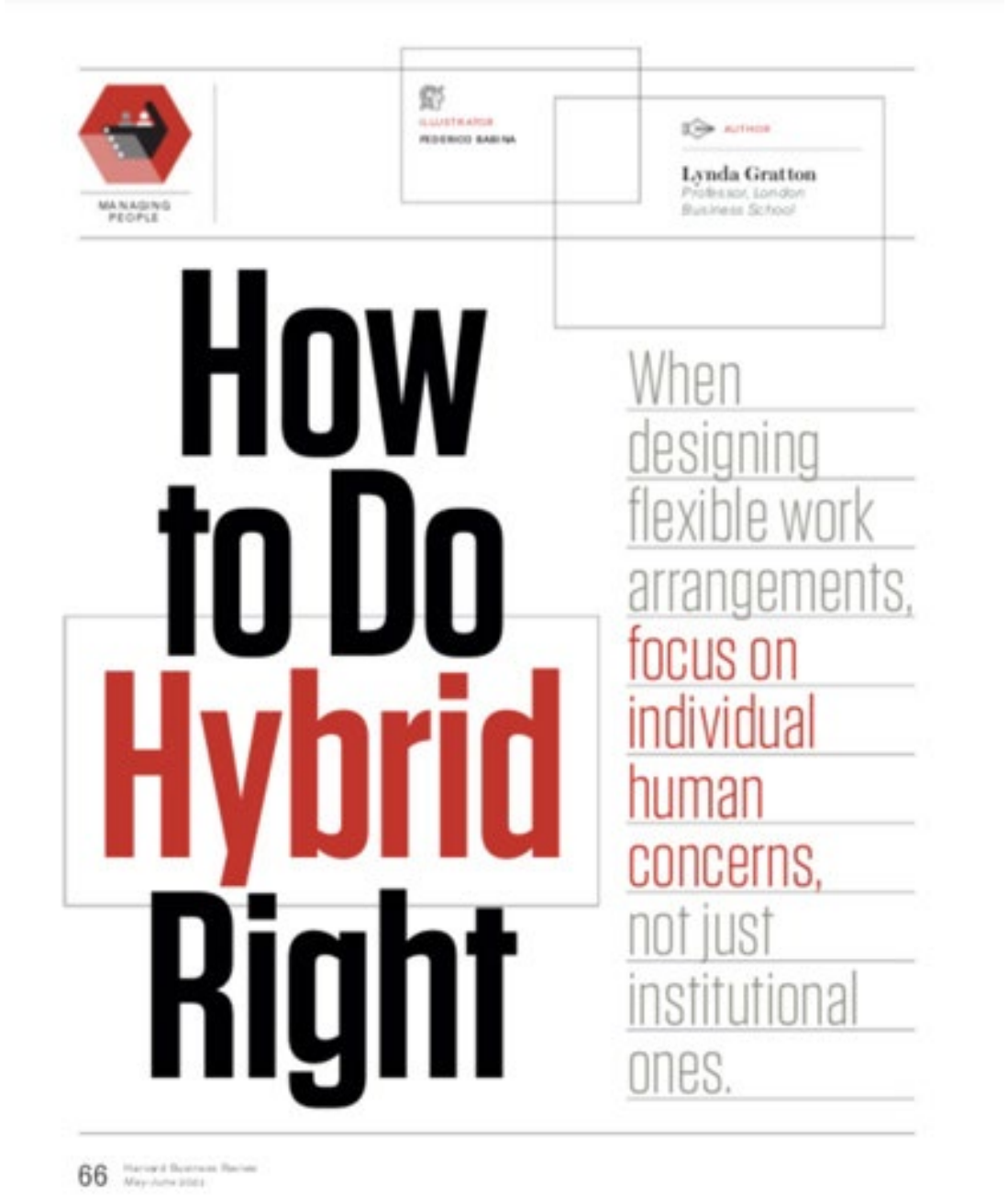
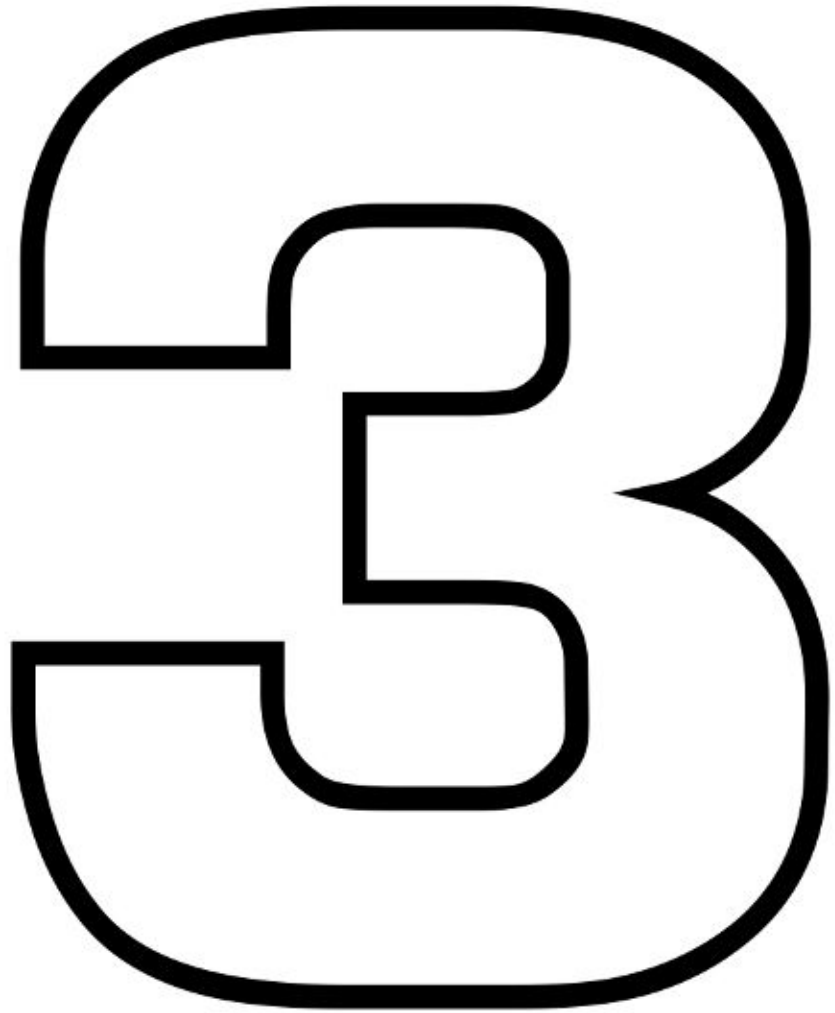
skype™

zoom
Video Conferencing

Digital
Physical

Asynchronous digital
Synchronous digital





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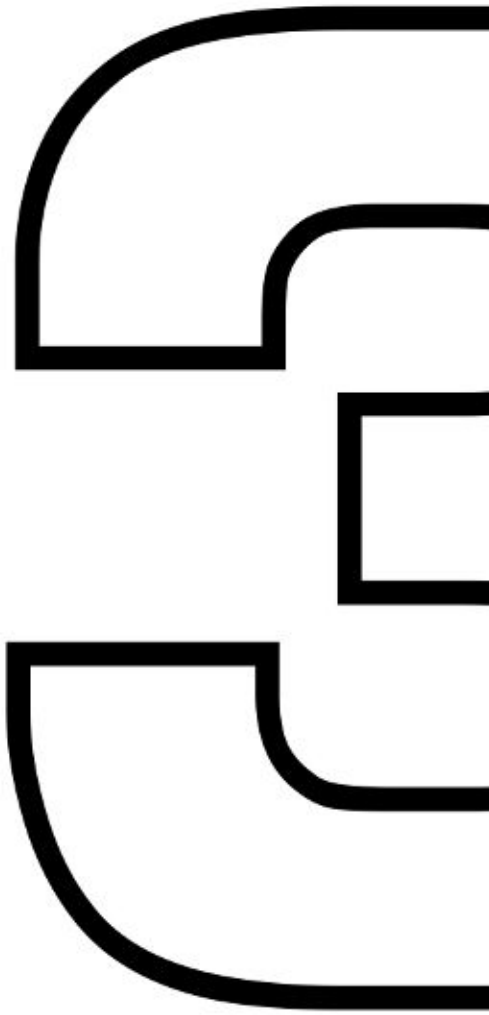


Question

What action will you take right away?

Even if only 1% posts in the Yammer Community
99% reads and learns.

London – Mandarin Oriental – 2016

3 LEVELS OF PARTICIPATION in ONLINE KNOWLEDGE FLOWS

Isabel De Clercq connect | share | lead

the 3 C's

CONSUME
(existing materials)

FISH

- FIND PEOPLE
- FIND TOPICS

CONTRIBUTE
(to existing materials)

CREATE
(new materials)

FEED

- BE KNOWN FOR WHAT YOU LOVE
- ADD SENSE
- BE CONSISTENT
- CONNECT THE DOTS
- CHOOSE THE TOOLS THAT SUIT YOU BEST

2

1. You react to a post.

2

1. You react to a post.

2. You take interesting content (book – interview in a newspaper – Youtube video – a podcast on Spotify – a statement from a colleague in a meeting …), you share it, you add a layer of information.

Isabel De Clercq
Keynote speaker | Consultant | Author | Founder of connect|share|lead | Fire S...
2d • Edited •

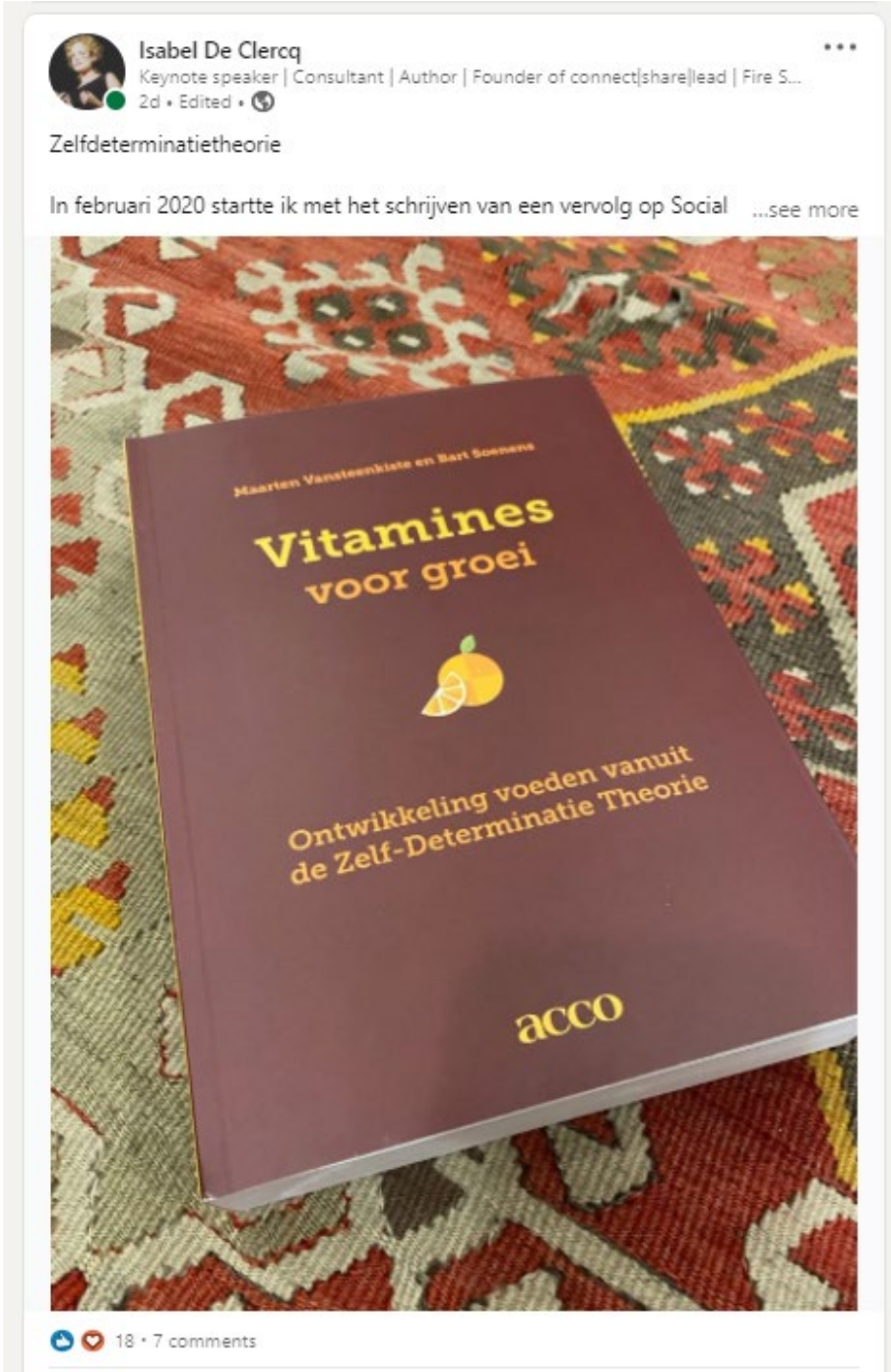
Het Hybride Werken

Mooi artikel vandaag in De Tijd met verwijzing naar onderzoek Acerta ...see more

106 • 10 comments

What I will would like to remember …
= summary

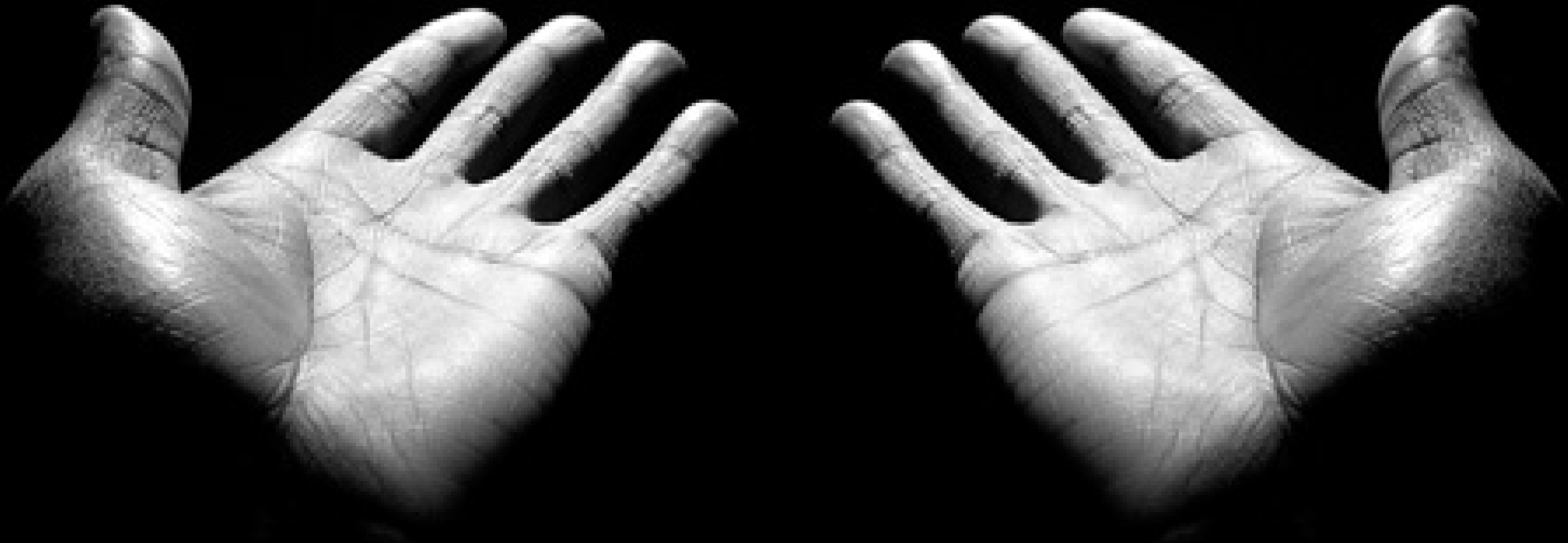
It was suggested to me by …
I have found similar ideas in …
I do not agree with chapter 4 because …



contributing: adding a layer of information

= enriching the original content
= adding sense
= learning

GENEROSITY



contributing

- ✓ making shine other people

contributing

- ✓ making shine other people
- ✓ participating in building a collective intelligence

contributing

- ✓ making shine other people
- ✓ participating in building a collective intelligence
- ✓ it makes you a more conscious learner / consumer

3 LEVELS OF PARTICIPATION in ONLINE KNOWLEDGE FLOWS

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the 3 C's

CONSUME
(existing materials)

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creating

- ✓ translating your thoughts into language crystallizes your thoughts
- ✓ developing a heightened self-consciousness
- ✓ verbal mindfulness
- ✓ introverts like verbal communication

1. be very critical about who you want to follow
2. do not stick to the first C
3. limit the time you spend there

Zita & Karel
2020
Bathroom - Antwerp

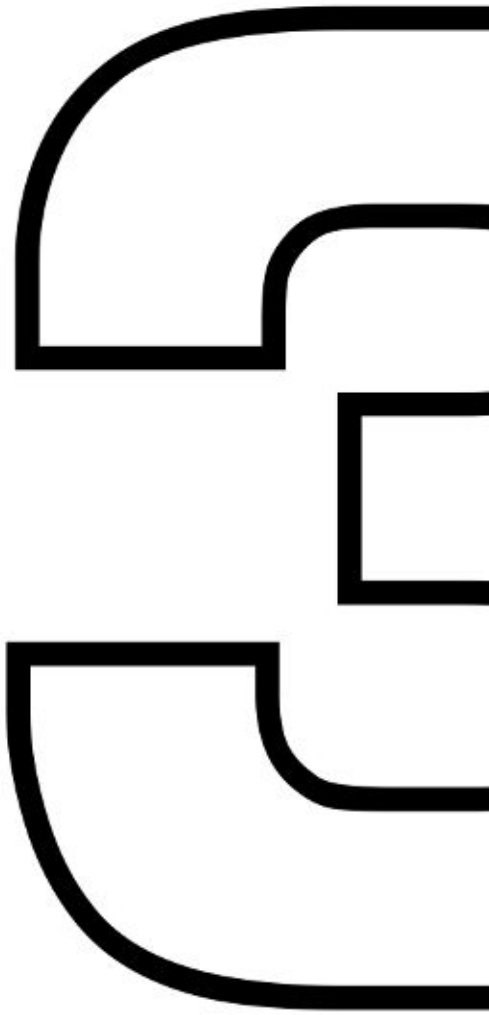
Participating in online knowledge flows > mindset

1. Curiosity
2. Consciousness about the topics you like
3. Eagerness to learn from others
4. Willingness to learn from others
5. Giving & taking

Question

What action will you take right away?

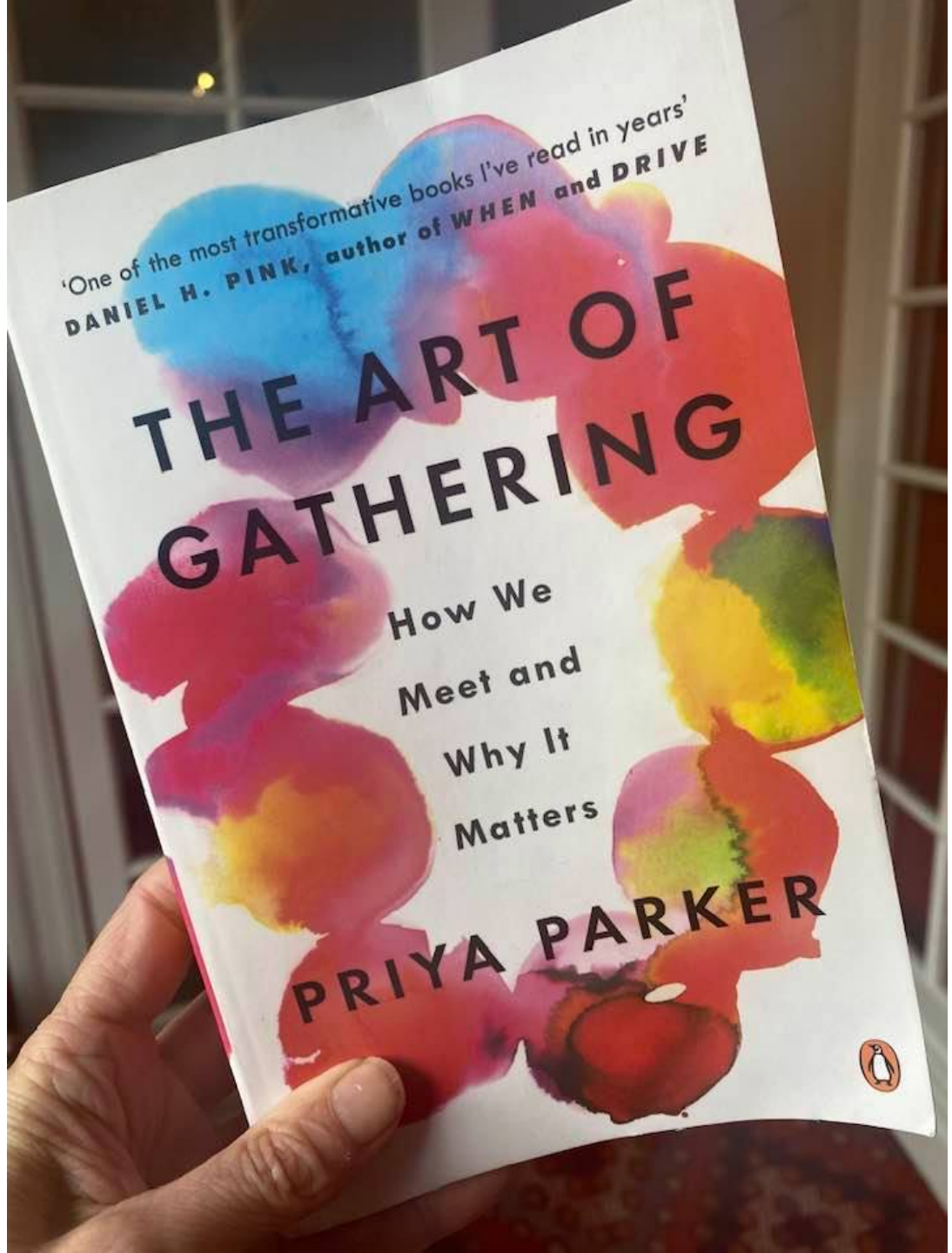
1. Fall in love with hybrid community building
2. How to get started? 3C model
3. **The art of synchronous gathering: 3 tips**



Question

Which idea of this webinar did you like most?

HET VERRE VELD
MADHURI VIJAY
VIRGINIA WOOLF


'One of the most transformative books I've read in years'
DANIEL H. PINK, author of WHEN and DRIVE
THE ART OF GATHERING
How We Meet and Why It Matters
PRIYA PARKER

Synchronous moments of interaction are intrusive.

Priya Parker

Synchronous moments of interaction should be moments of meaning, of interaction and connectedness.

Priya Parker

priming
purpose
generous authority

90 percent of what makes a gathering succesful
is put in place beforehand.

The Art of Gathering
Priya Parker

AkzoNobel
Levis
PRIMER
MUR & PLAFOND
binnen – intérieur
VOORKOMT GLANSVERSCHILLEN
VERHOOGT DE HECHTING EN
DE DEKKRACHT
PRÉVIENT LES DIFFÉRENCES
DE NIVEAUX DE BRILLANCE
AUGMENTE L'ADHÉRENCE
ET LE POUVOIR COUVRANT
wit - blanc
10L+
20%
GRATIS

A gathering is a social contract.

The Art of Gathering
Priya Parker

priming: 3 tips

- ✓ ask the participants to do something
- ✓ ask that on time
- ✓ start the gathering refering to the participants' input

priming
purpose
generous authority

Purpose = greater good

≠ objectives

why – why – why
→ value / belief

Purpose = greater good

≠ objectives

make this explicit before the gathering + at the start

priming
purpose
generous authority

Use your power as a host to protect and fulfill the purpose.

A chill host is a bad host.
Chill is selfishness disguised as kindness.

Generous Authority

1. Lay down a few rules, make them explicit.
2. Set up your interaction carefully.

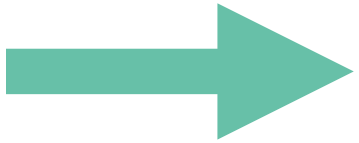
2706
TEMPLATE

Generous Authority

1. Lay down a few rules, make them explicit.
2. Set up your interaction carefully.

1. start the gathering with the participants' input

2. 8' / announce your questions

3. host
   participants
   
   participants
   participants

1. start the gathering with the participants' input

2. 8' / announce your questions

3.

host	→	participants
participants		participants
poll		chat
chat		break-out rooms

priming
purpose
generous authority

Gatherings should be moments of meaning, of interaction and connectedness.
Priya Parker

Question

Which idea of this session did you like most?

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