



Be the
Change

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PMI

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Project Management Conference

24 - 26 September 2019

Te Papa, Wellington, New Zealand

www.projectmanagementconference.org.nz

#NZPMC19





Changing the system to enable staff to 'be the change' at Massey University New Zealand

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Outline

- Introduction
- Massey University
- The organization as a system
- Facilitating the journey
- Reflections

Massey University

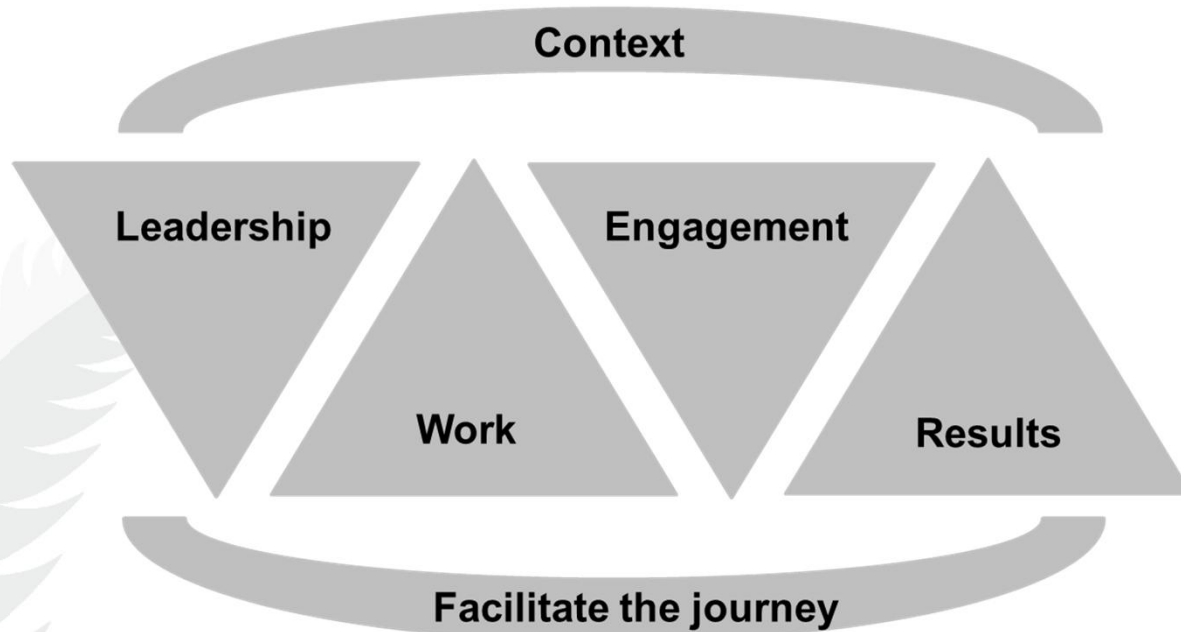


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The organisation as a system



Why change the system?



Manufacturing



Tangible products,
standard (same) design,
quality is checked before
use, capacity achieved
with inventory, physical
distribution

Services

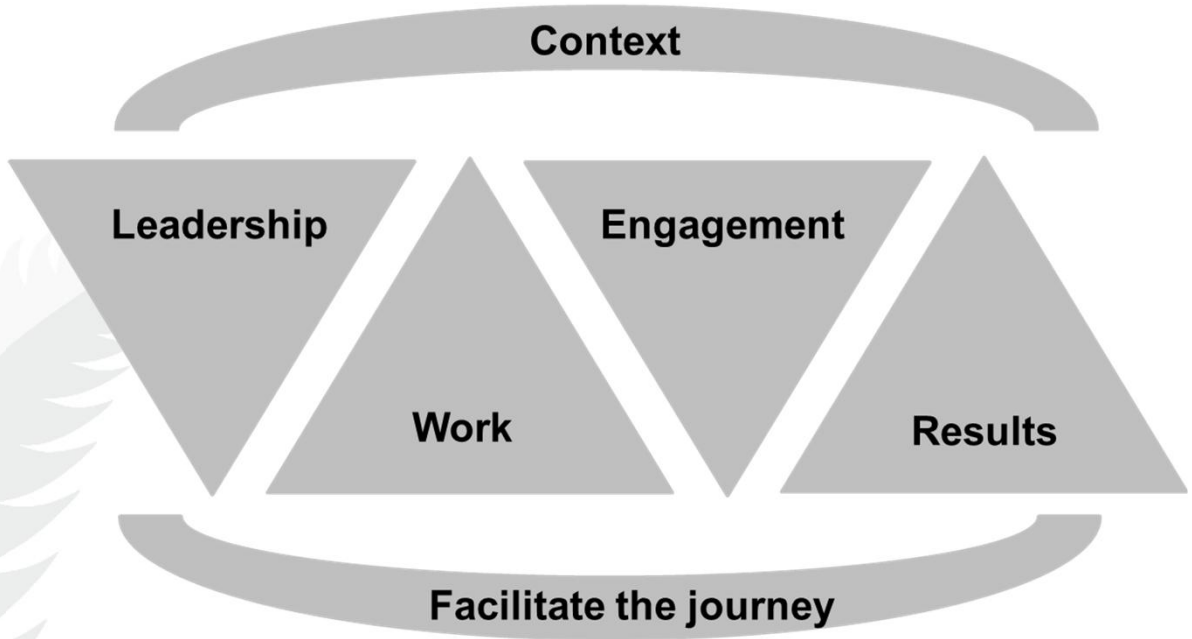


Intangible performance or experience, customer variety, real time delivery, readiness, quality at point of transaction

Do better things



Facilitate the journey



Problem definition



Deciding to start



Coercion



Rational



Experiential

Establishing the scope



Stand alone 'tool'

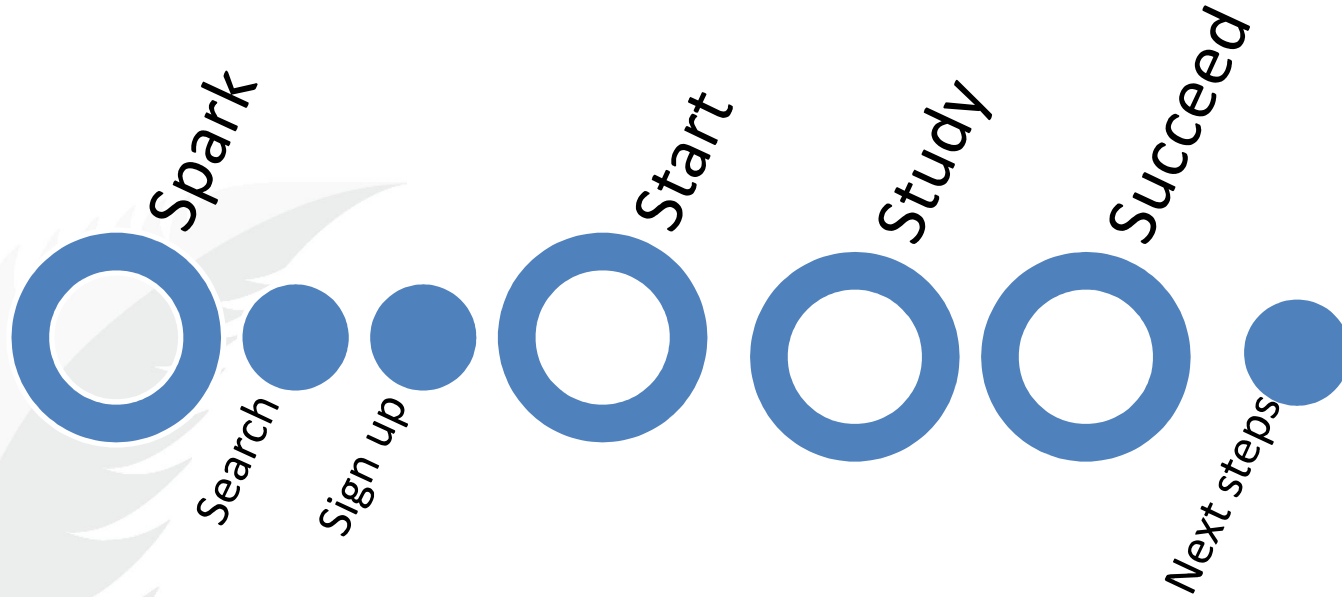


Aligned & parallel



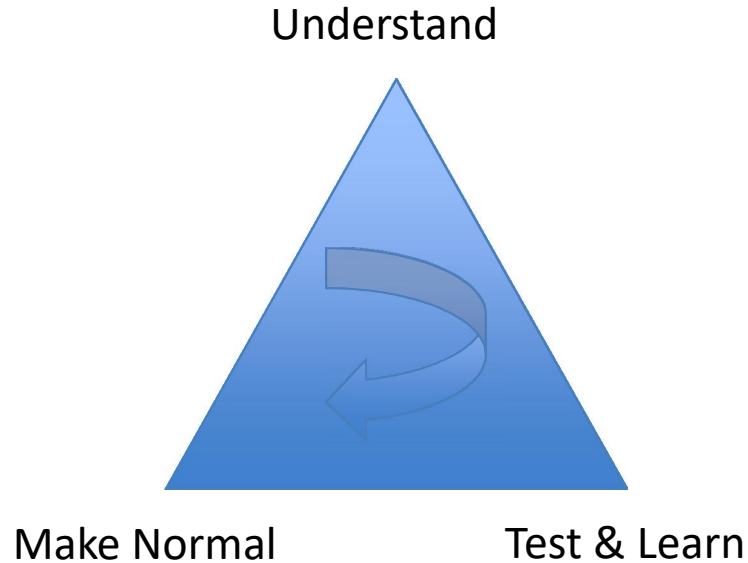
Aligned & integrated

Student Journey



Better Every Day method

Based on systems thinking &
Vanguard Method, Seddon



Better Every Day method

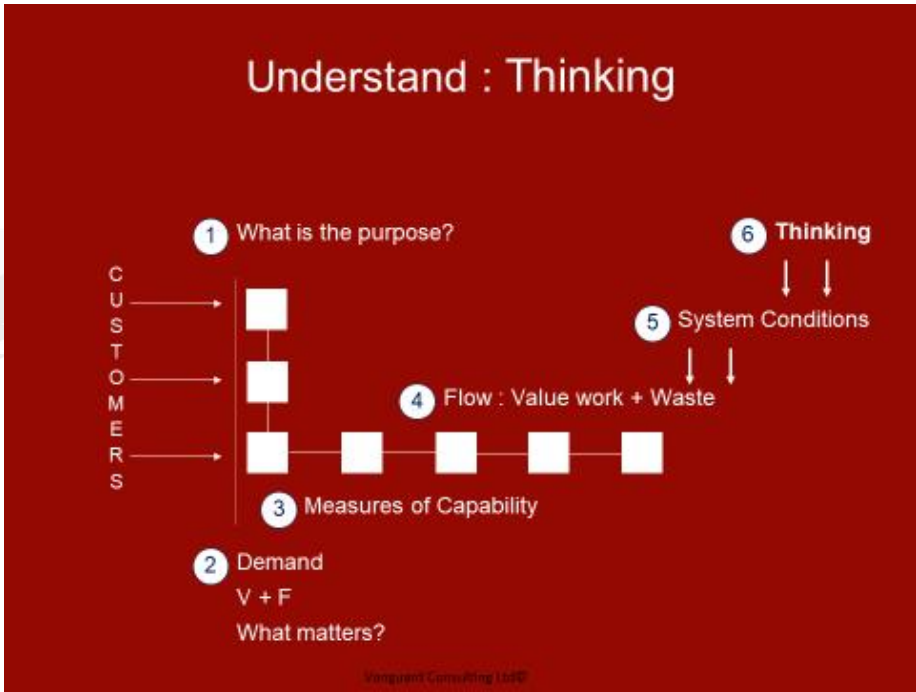
A systemic relationship



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Start with Understand



Key people

- Students & service groups
- Core Group – service managers
- Leaders Group – service leaders
- Student Success Steering Group
- Programme Manager + Project Manager
- Better Every Day / Vanguard coach

Systems Thinking

Traditional	Focus	Systems Thinking
Top down	Perspective	Outside in
Functionalisation	Design	Demand, value, flow
Separated from work	Decision making	Integrated in the work
Outputs, budgets	Measures	Capability, purpose
Deliver, make the #'s; manage the people	Role of management	Act on the system
Command & control	Ethos	Learning & improvement
Extrinsic	Motivation	Intrinsic

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Reflections

