

Group Role Analysis™

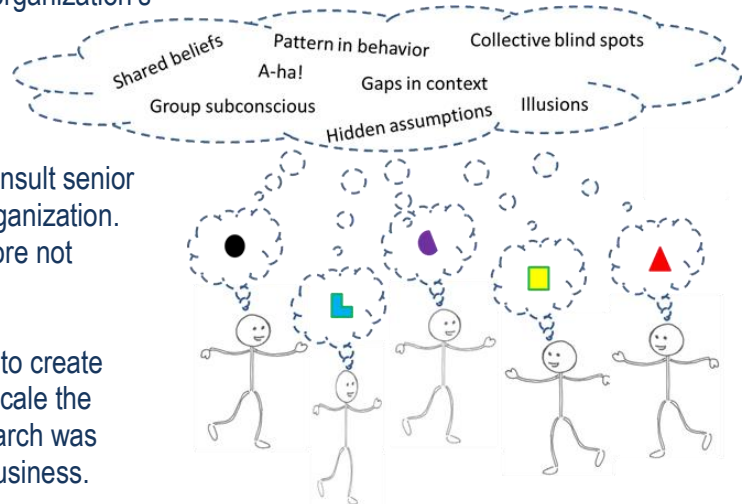
Leading change, behavior, and performance

Group Role Analysis™ an Executive Master Thesis at INSEAD - EMCCC by Victor Svensson.

This framework has been developed as a response to many organization's needs: To change at the pace that is desired, and get better return on investment in consulting, training, and leadership development.

The ORA concept has proven to be a very powerful way to consult senior executives to resolve performance issues and improve the organization. But it has been an approach done in a 1:1 setting, and therefore not scalable to the larger organization.

The task we took on in creating the Group Role Analysis was to create intuitive tools and methods for the participants, to be able to scale the exercise, without losing the essence of the method. The research was done together with the leadership of a medium sized global business.



When we look at roles, **we observe behavior**. This is often the “missing link” between transformation objectives and the competencies of individuals.

What we discovered

- ✓ The team picked up the tools, methods, and frameworks very fast.
- ✓ Speaking about role is better than speaking about person or organization.
- ✓ You get to the core of the issues fast; the role is like a mirror of the organization.
- ✓ In one day, the team made significant decisions to change the way of working.
- ✓ The success came from the increased self-awareness, for team and leader.
- ✓ The team was highly motivated to continue the work on their own, after the intervention.
- ✓ It is not only about dysfunctions and remedies, but also to leverage what works well.
- ✓ Understanding roles is highly complementary to other learning & change programs.

By working on roles, individuals find opportunities to change the way of working very quickly, that leads to improved performance with a strong **impact on the revenue and profit of the company**

Group Role Analysis™ What is it?

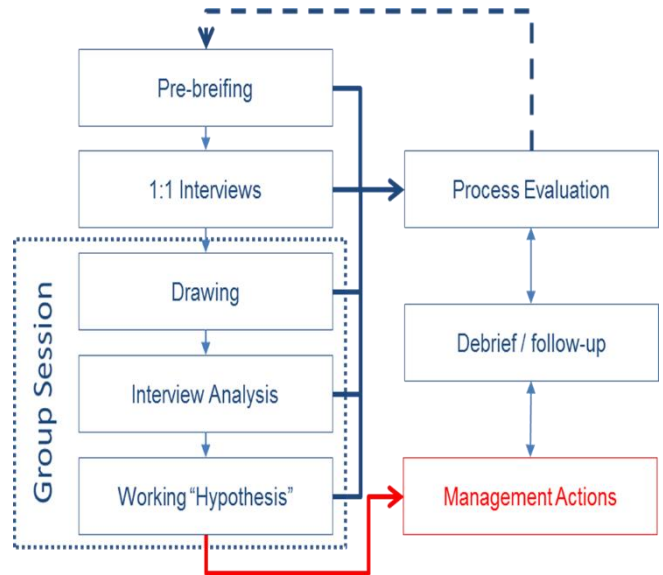
It is a framework with a set of tools, built on the ORA theory, that allows groups and teams to understand and elaborate on roles and behavior. It allows the group to identify tangible opportunities to drive performance in the organization.

Through “360 role interviews”: the team get an “outside-in” perspective on the organization and increased self-awareness of how the organization is functioning (or not).

The outcome of the interviews are played back to the team in a group session, where the team analyses the interview results, and elaborates on hypothesis.

The session is facilitated with tools and methods that allows the group to explore knowledge of roles and organization that may not be in awareness (socioanalytic tools and methods).

In the end, the team establishes an action plan and starts working on changing the organization.



New perspective on how to enable change. Develop the organization’s understanding of how roles are shaped and what drives behavior.

Background – Organisational Role Analysis

The ORA (Organisational Role Analysis) concept has proven success over the past 40 years. The framework allows deep understanding of how roles function in the organisation.

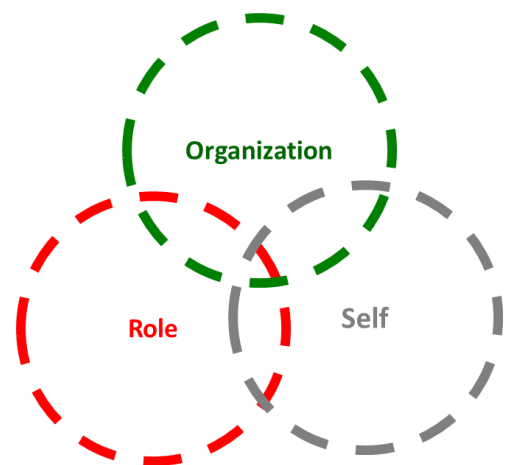
Roles are dynamic, and very different from a “job description”, and roles evolve in a constant cycle, both conscious and sub-conscious. By analyzing and exploring what the role is, rather than “defining it, we can find valuable insight in how to resolve problems and increase performance.

ORA is traditionally done in a 1:1 setting, between a consultant and a senior executive, with the purpose of improving the executive’s leadership.

To read more about ORA:

” Coaching in depth: The Organisational Role Analysis approach”.

John Newton, Burkard Sievers, Susan Long, Karnac books.



If you want to know more about the research, or about the different services we provide to help organizations change behavior: Please call or mail Victor Svensson on +41782097833, Victor@hybrid-experience.com