



# **2019 ODF Community Survey**

*Rev. 8.21.19*

**90**

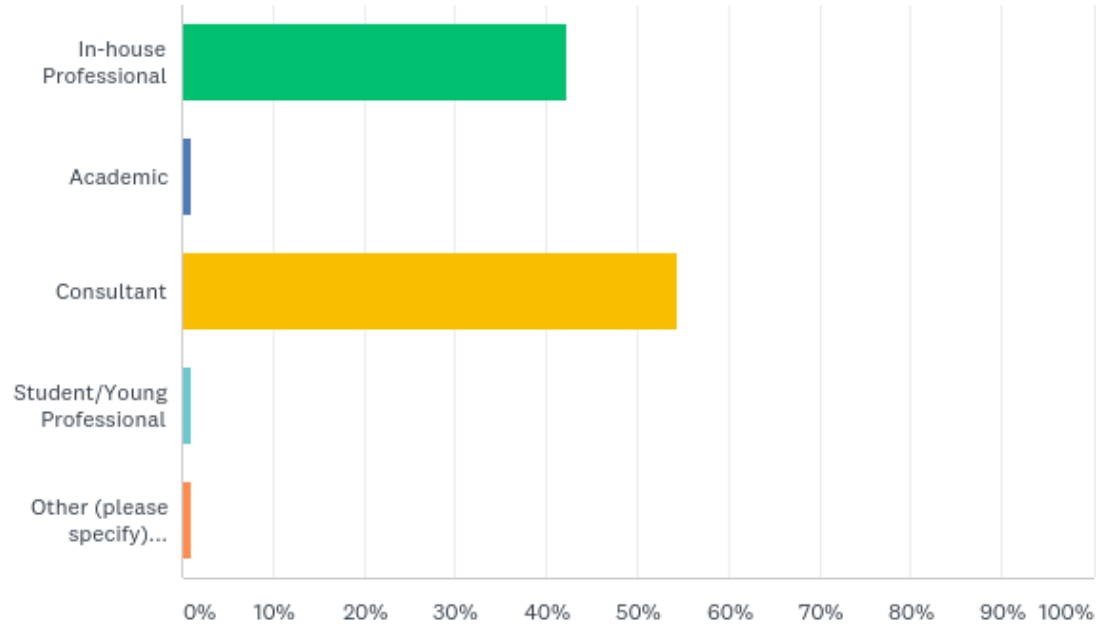
**Total Responses**

Survey Date: January 21-31, 2019

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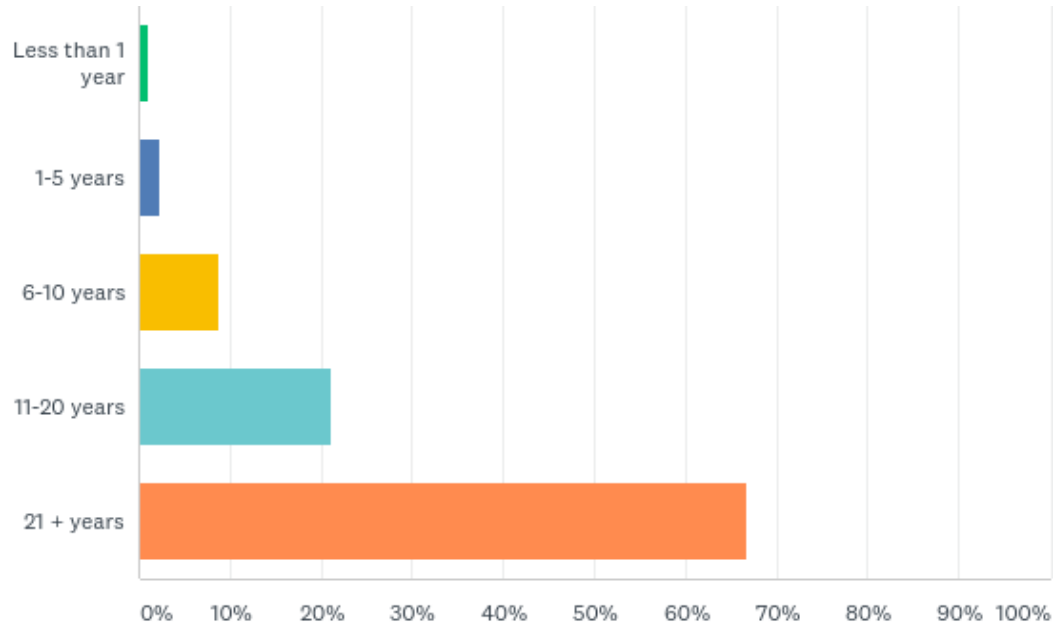
# Q1: Profession

Answered: 90 Skipped: 0



## Q2: Years of work experience

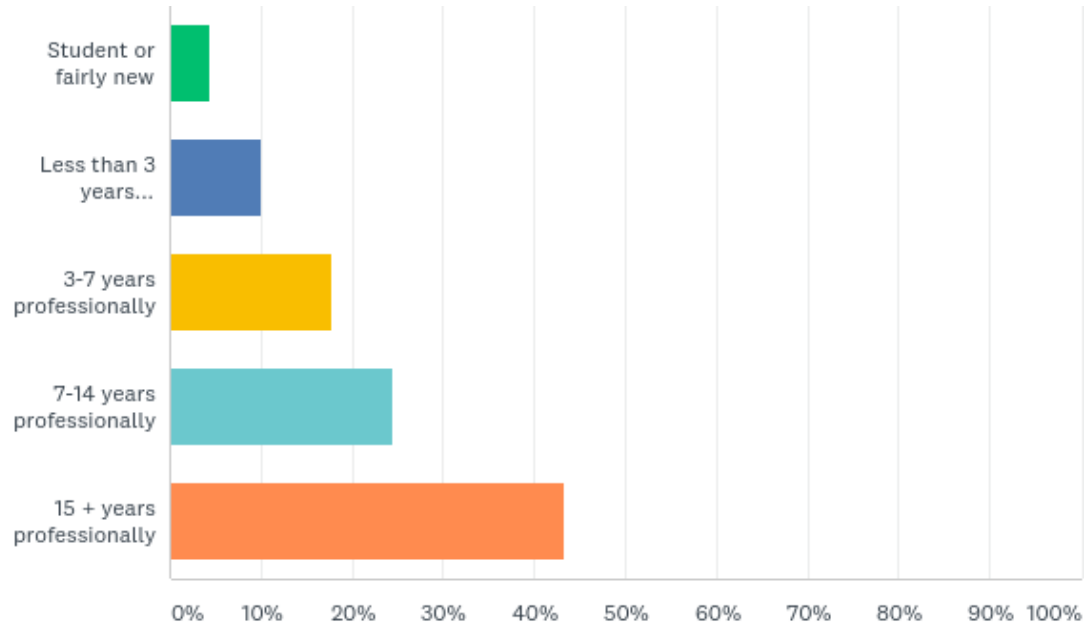
Answered: 90 Skipped: 0



*87% seasoned professionals*

## Q3: Experience in the field of organization design

Answered: 90 Skipped: 0



**77% 7-15+ Years**

***Tenured professionals in field of OD***

## Q4: We recognize organization design is a multidisciplinary field. Which disciplines do you most strongly connect with? (Select all that apply)

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Organization Design	80.00%	72
Human Resources	33.33%	30
Talent Management	24.44%	22
Organization Development	72.22%	65
Leadership and Executive Coaching	46.67%	42
Learning & Development	31.11%	28
Organizational Culture	62.22%	56
Other (Specify below)	20.00%	18
Total Respondents: 90		

*Other most common: Strategy*

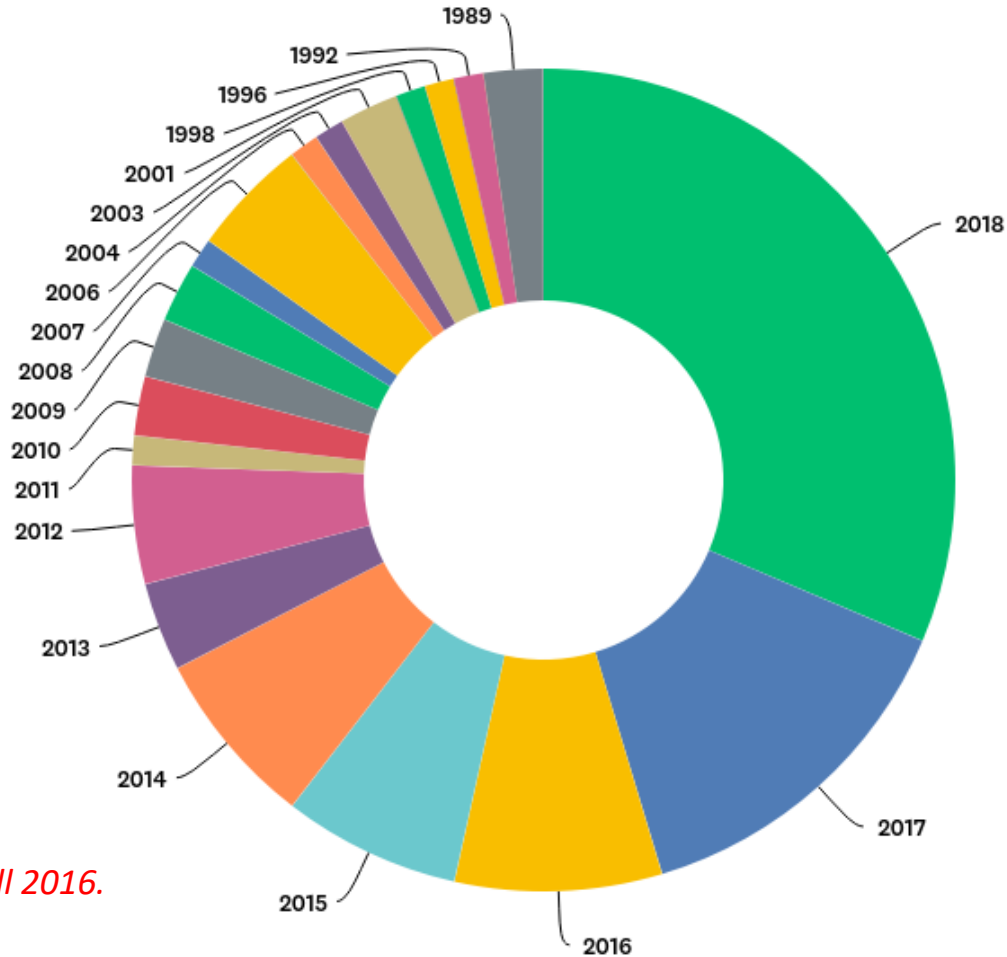
## Q5: Which topics would most attract you to a program or event? (Select the Top 3)

Answered: 90 Skipped: 0

	1ST	2ND	3RD	TOTAL
Organization design fundamentals	36.84% 7	26.32% 5	36.84% 7	19
Organization design implementation/execution	33.33% 18	25.93% 14	40.74% 22	54
Latest organization design tools and techniques	37.68% 26	39.13% 27	23.19% 16	69
Organization design case studies and learnings	28.30% 15	37.74% 20	33.96% 18	53
Digital organization design	28.57% 10	40.00% 14	31.43% 11	35
Designing meaningful work	37.50% 12	18.75% 6	43.75% 14	32
Other _____ (If selected, specify below)	25.00% 2	50.00% 4	25.00% 2	8

## Q6: Year you first became involved with ODF

Answered: 86 Skipped: 4



*Launched PDT virtual offerings in fall 2016.*



## Q7: What do you most want from your involvement in ODF? (Select up to 3)

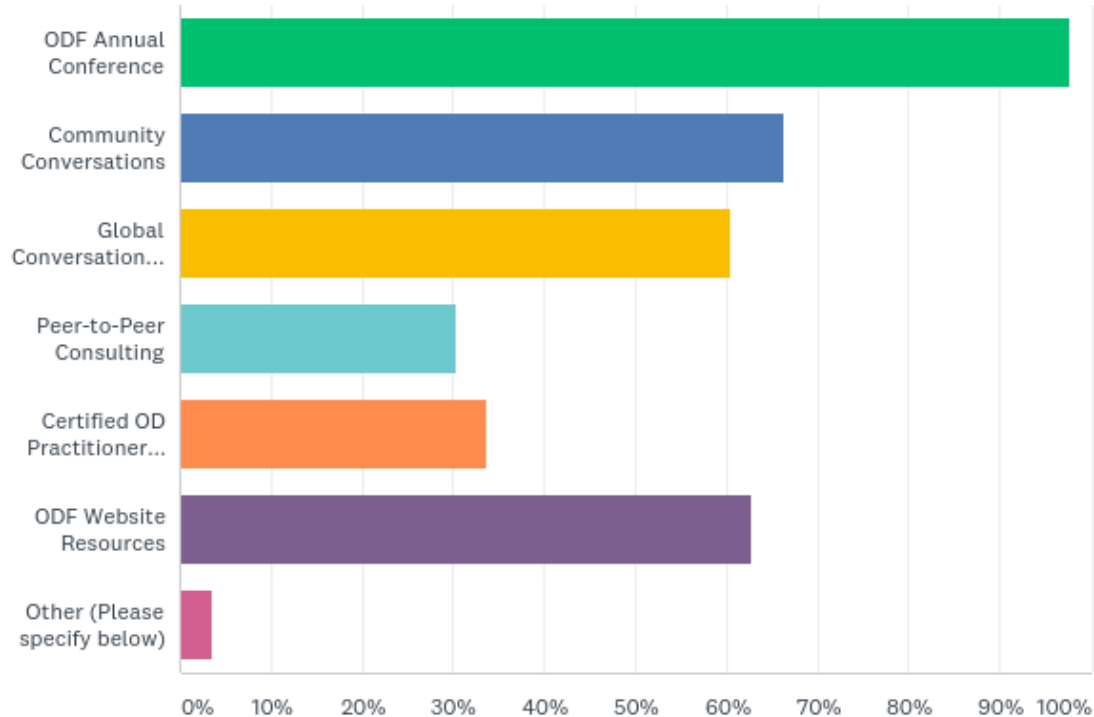
Answered: 86 Skipped: 4

ANSWER CHOICES	RESPONSES	
Practitioner tools and techniques	70.93%	61
Personal connections with other practitioners	62.79%	54
Research and trends (latest papers)	54.65%	47
Ongoing professional development	66.28%	57
Learning org design fundamentals	5.81%	5
Career opportunities	8.14%	7
Other (Please specify below) _____	2.33%	2
Other (Specify here)	4.65%	4
Total Respondents: 86		

*Are we meeting these needs? Not about career opportunities.*

## Q8: Please indicate the ODF programs/resources you are aware of. (Select all that apply)

Answered: 86 Skipped: 4



# Q9: How would you rate your experience with different ODF resources/programs on a scale of 1-5? (Please rate all)

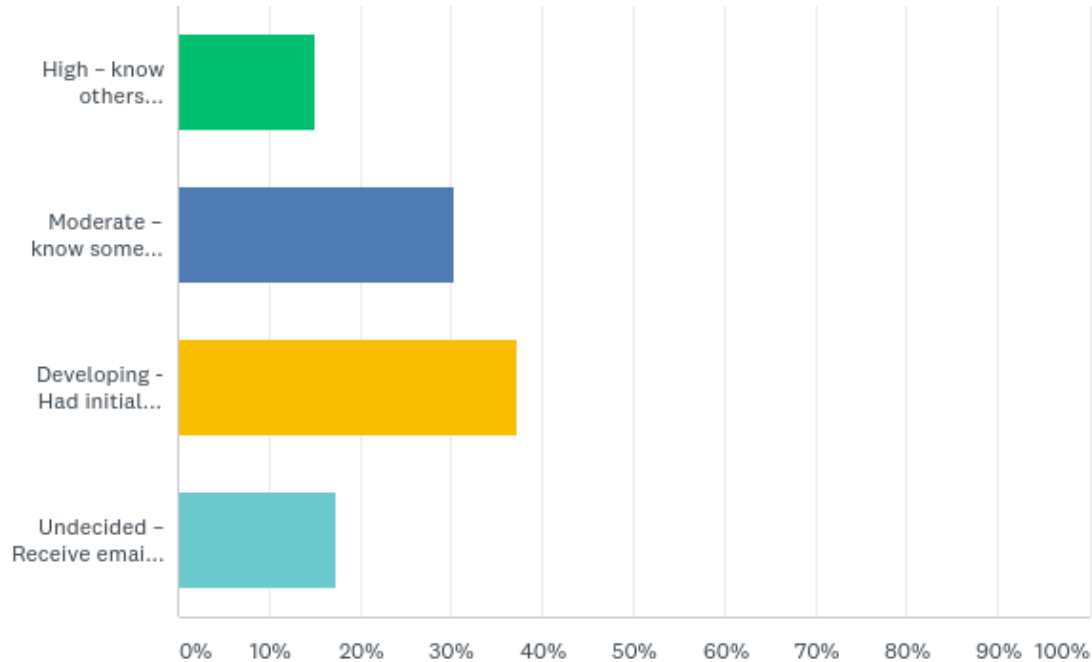
Answered: 86 Skipped: 4

*What community is looking for and the website offerings are a big gap. i.e. research, case studies, education*

	1 = POOR	2	3 - NEUTRAL	4	5 = LIFE CHANGING EVENT	HAVE NOT PARTICIPATED	TOTAL
ODF Annual Conference	0.00% 0	0.00% 0	4.65% 4	37.21% 32	13.95% 12	44.19% 38	86
Community Conversations	0.00% 0	2.33% 2	17.44% 15	38.37% 33	0.00% 0	41.86% 36	86
Global Conversations (focused on EODF Newsletter)	0.00% 0	2.35% 2	15.29% 13	25.88% 22	1.18% 1	55.29% 47	85
Peer-to-Peer Consulting	1.16% 1	0.00% 0	6.98% 6	8.14% 7	1.16% 1	82.56% 71	86
Certified OD Practitioner Designation	0.00% 0	1.16% 1	5.81% 5	3.49% 3	1.16% 1	88.37% 76	86
ODF Website Resources	1.16% 1	1.16% 1	25.58% 22	27.91% 24	1.16% 1	43.02% 37	86
Other (Rate here and specify below)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.56% 1	94.44% 17	18

## Q10: How would you describe your personal connection to ODF?

Answered: 86 Skipped: 4



## Q11: How did you discover ODF?

Answered: 86 Skipped: 4

ANSWER CHOICES	RESPONSES	
Colleague/Friend	52.33%	45
Social Media (Twitter, LinkedIn, Facebook)	6.98%	6
Internet/Google Search	26.74%	23
Via another organization (Please specify below)	4.65%	4
Other (Please specify below)	9.30%	8
<b>TOTAL</b>		<b>86</b>

*Other: Work referral*

## Q12: What else could ODF do to support you professionally? (1 of 2)

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*Summary of responses (49 in all):*

Increased connectivity and engagement, both online and in person:

*“Make it easier to interact virtually”*

*“Create a platform for local network of professionals...”*

Application of OD theory/principles:

*“...ensure content resonates with those doing design work in less than perfect conditions in corporate America”*

*“More real-world examples”*

*“Bring in other disciplines and related theory that can help us in new design work”*

Training/Learning/Reference:

*“Offer training on OD subject areas”*

*“Reference list for books, publications” “Tools, resources, best practices”*

*”Could ODF offer more than one conference per year?”*

## Q12: What else could ODF do to support you professionally? (2 of 2)

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*Summary of responses (49 in all):*

Contributing to the community:

*“Interested in volunteering...”*

Network for business opportunities:

*“...be a platform to connect practitioners with potential clients”*

Global impact/reach of OD:

*”Do more on geo-political impacts on orgs and their design”*

*“ODF and global development/UN sustainable development goals”*

*”Would be great if we could create more international collaborations”*

Appreciation:

*“Not sure. Doing excellent work.”*

*“You guys are great and very service oriented. I appreciate you!”*

# Q13: How regularly do you interact on the following platforms in your professional role?

Answered: 84 Skipped: 6

	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL
Twitter	15.00% 12	8.75% 7	5.00% 4	15.00% 12	56.25% 45	80
LinkedIn	27.71% 23	32.53% 27	18.07% 15	14.46% 12	7.23% 6	83
Facebook	15.48% 13	11.90% 10	3.57% 3	15.48% 13	53.57% 45	84
ODF Website	0.00% 0	1.20% 1	36.14% 30	51.81% 43	10.84% 9	83
Other (Please specify below)	29.41% 5	11.76% 2	5.88% 1	0.00% 0	52.94% 9	17

*Opportunity to improve ODF website connection*



## Q14: What are your favorite online resources/websites for org design?

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*52 responses in order of frequency:*

- 1) ODF
- 2) Naomi Stanford's blog
- 3) McKinsey
- 4) HBR
- 5) Kates-Kesler
- 6) STS Roundtable
- 7) ODN
- 8) ATD
- 9) USC CEO

*How can we push people to valuable sites?*

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## Q15: What online ODF resources or interactions would be most valuable to you? (Select your top 3)

Answered: 84 Skipped: 6

	1ST	2ND	3RD	TOTAL
Program/event information	26.09% 12	23.91% 11	50.00% 23	46
Active online conversations	38.89% 14	33.33% 12	27.78% 10	36
Ability to post questions and receive answers	22.73% 5	40.91% 9	36.36% 8	22
Learning/technical resources	46.43% 26	28.57% 16	25.00% 14	56
Career opportunities	12.50% 1	37.50% 3	50.00% 4	8
Ability to connect one-on-one with experts in a specific domain	25.81% 8	32.26% 10	41.94% 13	31
Opinions from thought leaders	35.42% 17	41.67% 20	22.92% 11	48
Other (If selected, specify below)	20.00% 1	60.00% 3	20.00% 1	5

## Q16: What other associations do you engage with regularly?

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*56 responses in order of frequency:*

- 1) ODN
- 2) SHRM
- 3) ATD
- 4) ACMP
- 5) Academy of Mgmt
- 6) International Coaching Federation
- 7) Socio-Technical Systems Roundtable

*Co-marketing opportunities?*

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## Q17: What can ODF learn from them in terms of services, programs?

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*Summary of 39 responses:*

Building small (local) communities of practice

*"Small group communities of practice for professional development"*

*"A chapter framework to focus on specific areas of interest"*

New approaches, emergent thinking

*"Thought leadership, moving to action"*

*"Other relevant perspectives"*

Affordable conference

*"Make your events more affordable"*

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## Q18: What else do you believe would support the vibrancy and value of ODF?

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*Summary of 44 responses (similar themes to Q12 on professional development):*

Research projects, market trends

*“...research projects to explore and push beyond current thinking”*

Active online presence

*“...continue being authentic on interactions online...”*

Increased, consistent engagement

*“Growing...broadening the community”*

*“More consistent communication from ODF”*

Diversity of views/(global) perspectives

*“More of a global orientation, less US centric”*

## Q19: Which formal roles within the community would be of interest to you? (Check all that apply)

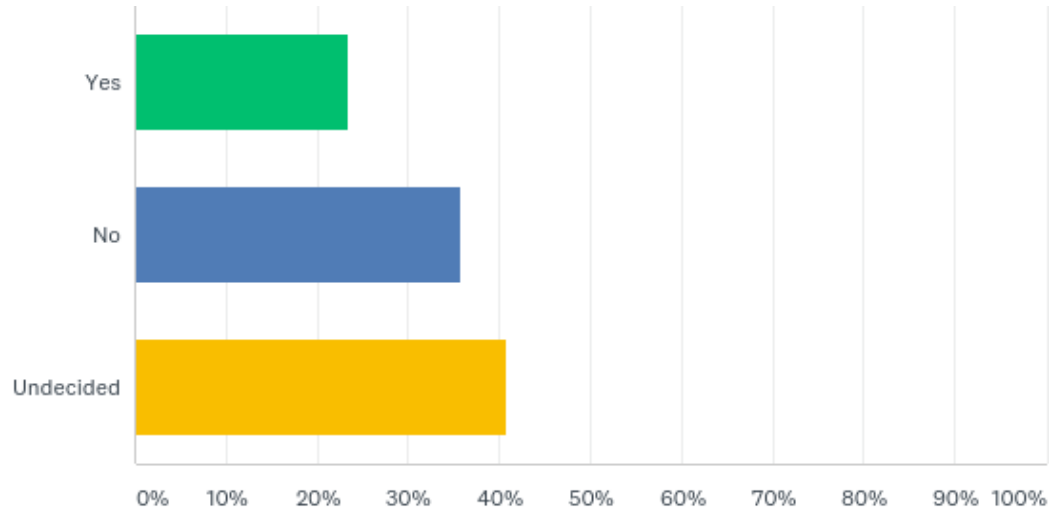
Answered: 70 Skipped: 20

ANSWER CHOICES	RESPONSES	
ODF Board	12.86%	9
ODF Conference Committee	12.86%	9
Marketing & Engagement Team	5.71%	4
Professional Development Team	30.00%	21
Not able to engage in a formal role at this time	57.14%	40
If you would like us to contact you regarding becoming more involved, please provide your name and email address here:	18.57%	13
Total Respondents: 70		

*How do we engage community members to service the needs outlined in the survey?*

## Q20: Do you plan to attend the 2019 ODF conference?

Answered: 81 Skipped: 9



## Q21: Who are the best speakers/presenters on org design (or related topics?)

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*Summary of 39 responses:*

- Amy Kates
- Sue Mohrman
- Chris Worley
- Reed Deschler
- Stu Winby
- John Boudreau
- Andrew Campbell
- Naomi Stanford
- Dave Jamieson
- Ed Schein
- Aaron Dignan
- John Katzenbach
- Dick Axelrod
- Craig McGee
- *Clients*



## Q22: Our goal is to create a strong community...what could we do better?

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*Summary of 39 responses: (consistent themes with Q12 and Q18)*

*Overarching themes to creating a stronger community*

Deeper engagement outside conference, regional connections

*"Connect socially"*

*"Ways for people to connect or meet regionally"*

More dynamic website

*"The website – more usable, engaging, more content, even if it links to videos, podcasts"*

# ODF Community Survey – Next Steps

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## 1. Share highlights with the ODF community

- a) **Community Conversations 8/28/19**

## 2. Board responses to the survey (since January)

- a) **Engage the relevant sub-communities to build and execute immediate plans:**
  - a) **Improve ODF website content and experience (Marketing Sub-Committee)**
  - b) **Enhance co-marketing relationships (Marketing Sub-Committee)**
  - c) **Inform Practitioner Development offerings (Practitioner Development Sub-Committee)**
- b) **Guide October Strategic Planning Session**