

A DYNAMICSCON PRESENTATION

POWERED BY  DUG

DYNAMICSCON VIRTUAL

MARCH 2023

CREATING A 'POWER
PLATFORM PANDEMIC'
THROUGH VIRAL CHANGE

DYNAMICSCON.COM

Professor Liz



Viral Simon

CHANGE WHO
/ WHAT?

DRIVE
CHANGE?

VALUE?

The problem / challenge

RESOURCING
?

HOW DO WE RAPIDLY CREATE MASSIVE VALUE WITH THE POWER PLATFORM?

WHAT'S IN IT
FOR ME?

The solution

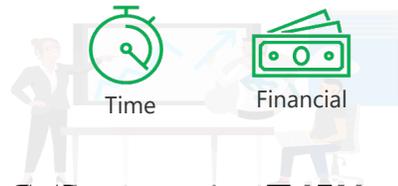
AGILE

SUPPORT
PEOPLE,
PROCESS,
TECHNOLOGY

CREATE PULL

What is Value?

CFO – 'Finance'



COO – 'Operations'



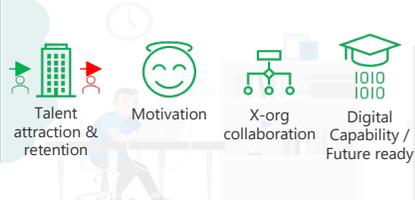
Environment, Social, Governance (ESG)



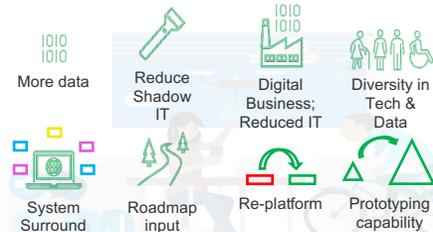
R&D – 'Research'



CPO / CHRO – 'People'



CDO, CIO, CTO – 'IT'



Employees

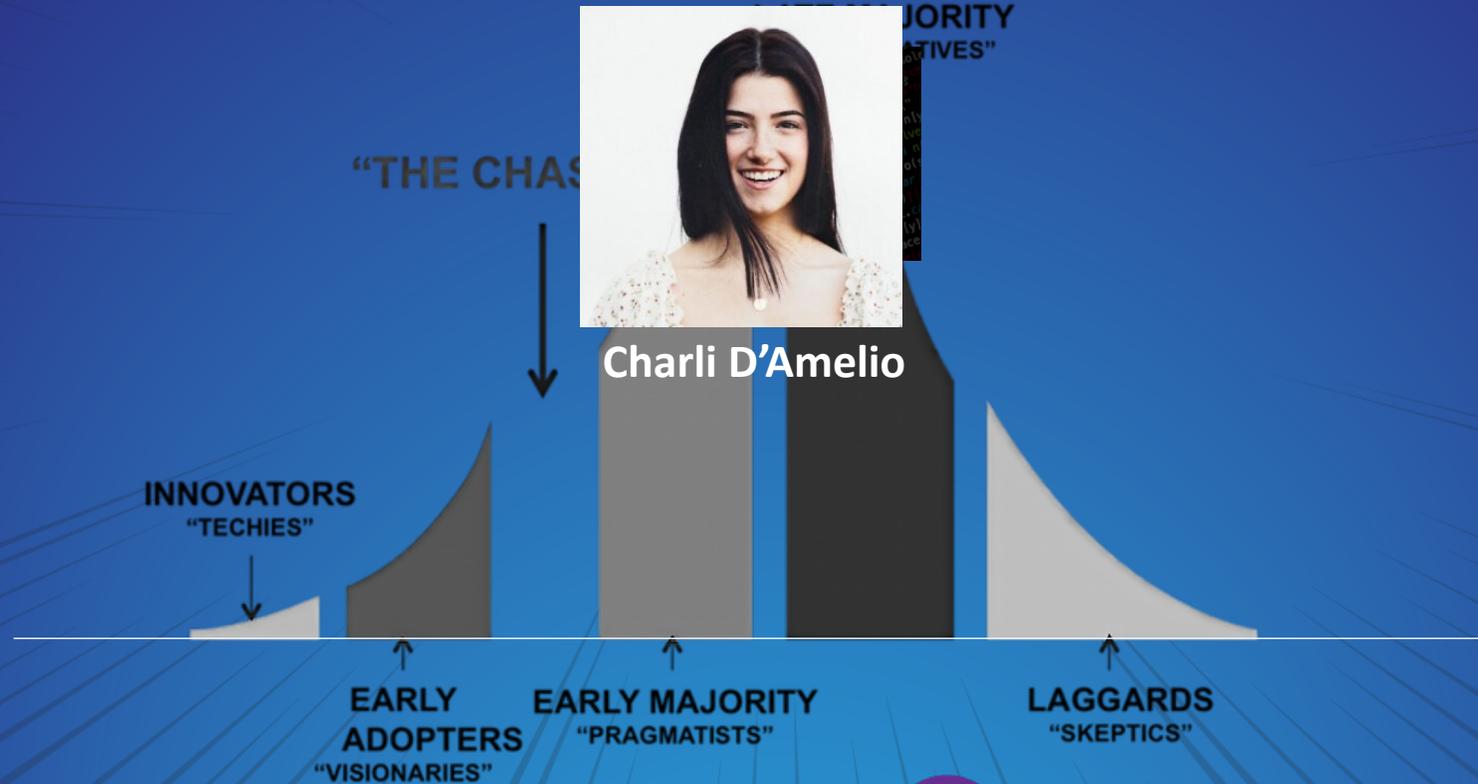
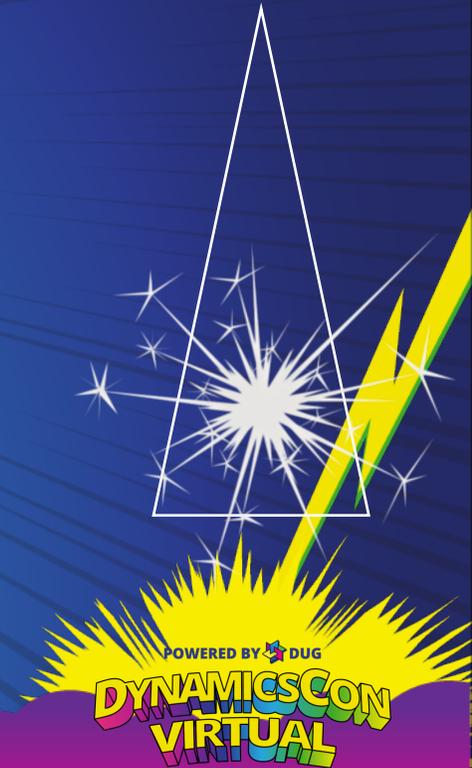


How might I EmPower Change? Power Platform Adoption?

Traditional
Process Driven



Viral
Behaviour Driven



What is a Maker Movement?





Setting the scene

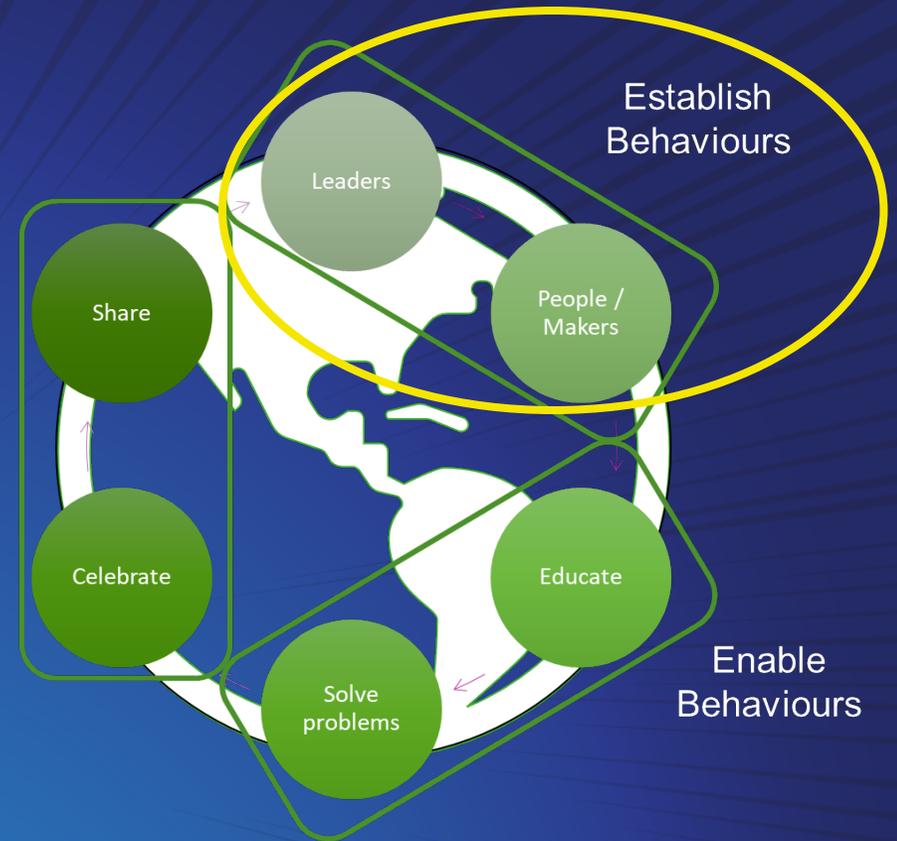
- We are the ‘shirtless dancing guy’
- If we use the same approach as the shirtless dancing guy others will copy us!
- If we celebrate other people then more will copy!
- More people, more value!
- Simon’s Story - Finding and living the Maker Movement

Creating a Maker Movement

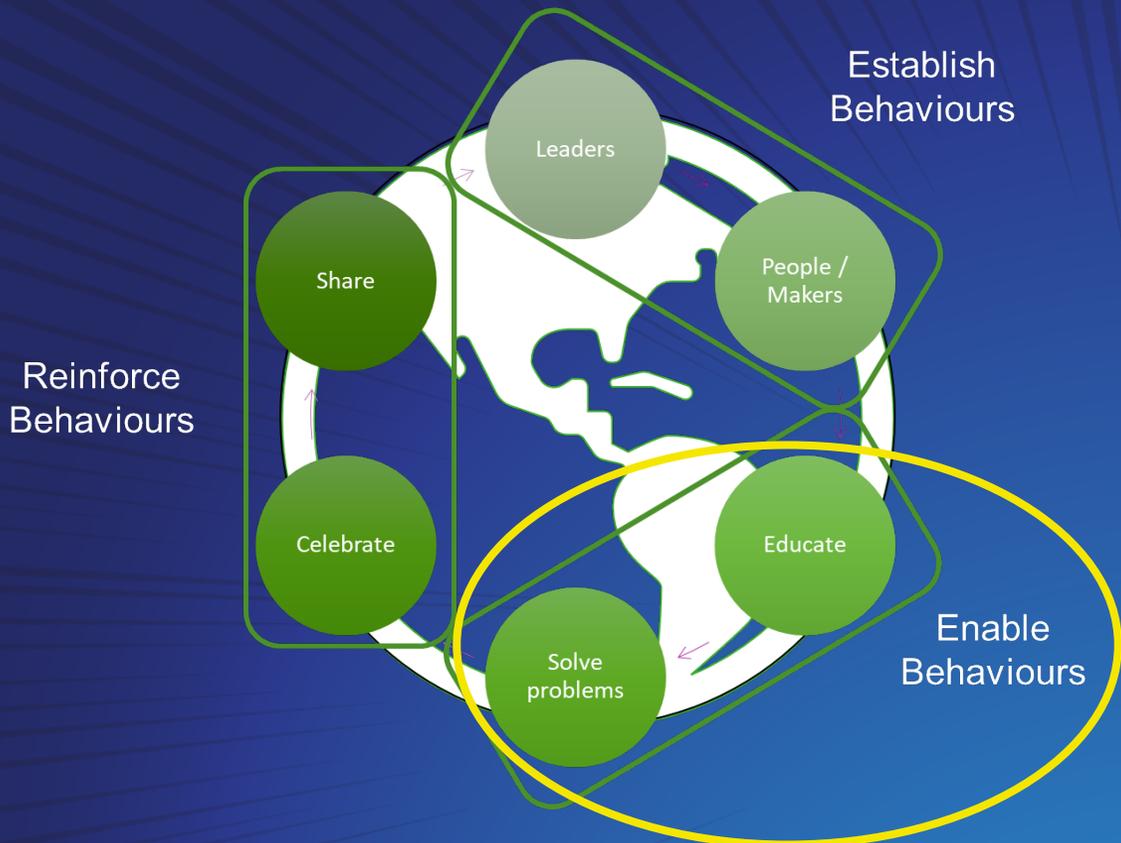




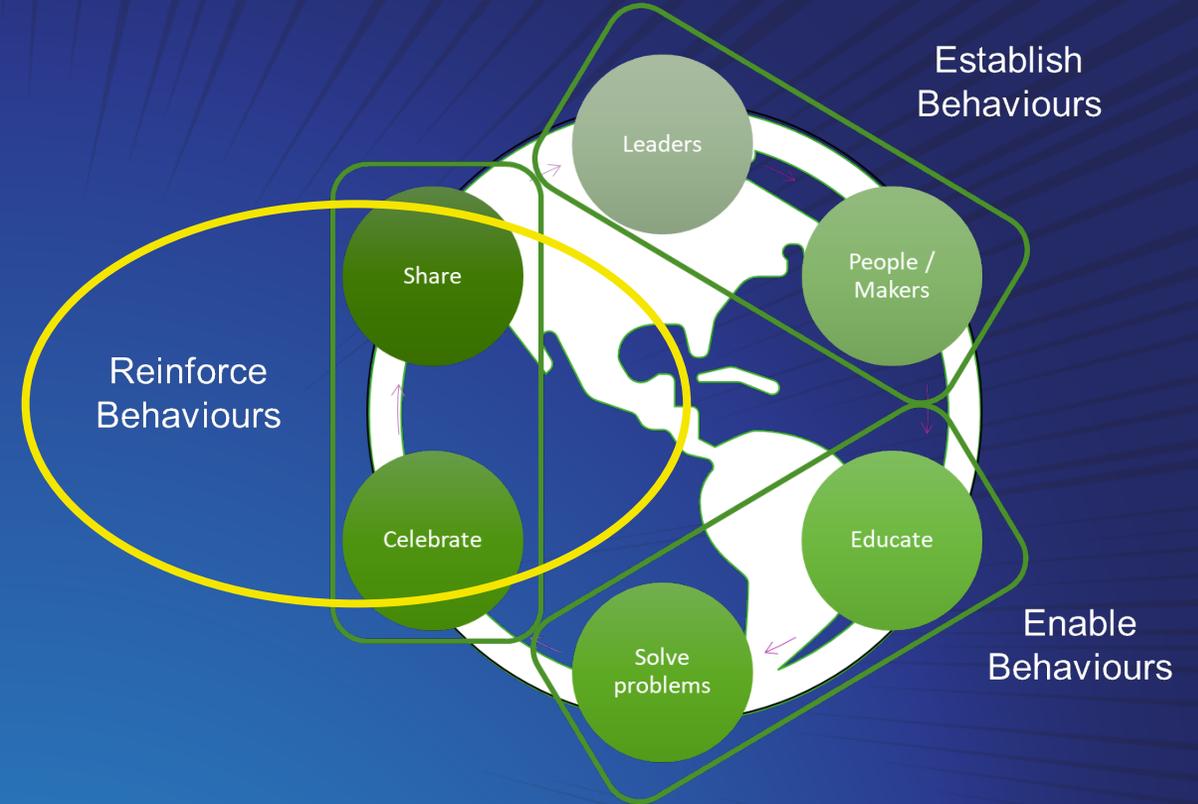
Reinforce Behaviours



Establishing Behaviors



Enabling Behaviors



Reinforcing Behaviors

Maker Movement

Reinforce Behaviours

Establish Behaviours

Enable Behaviours



Creating a Maker Movement!



Now we've got momentum. This is the tipping point! Now we've got a movement!

Great minds
Think alike!!!

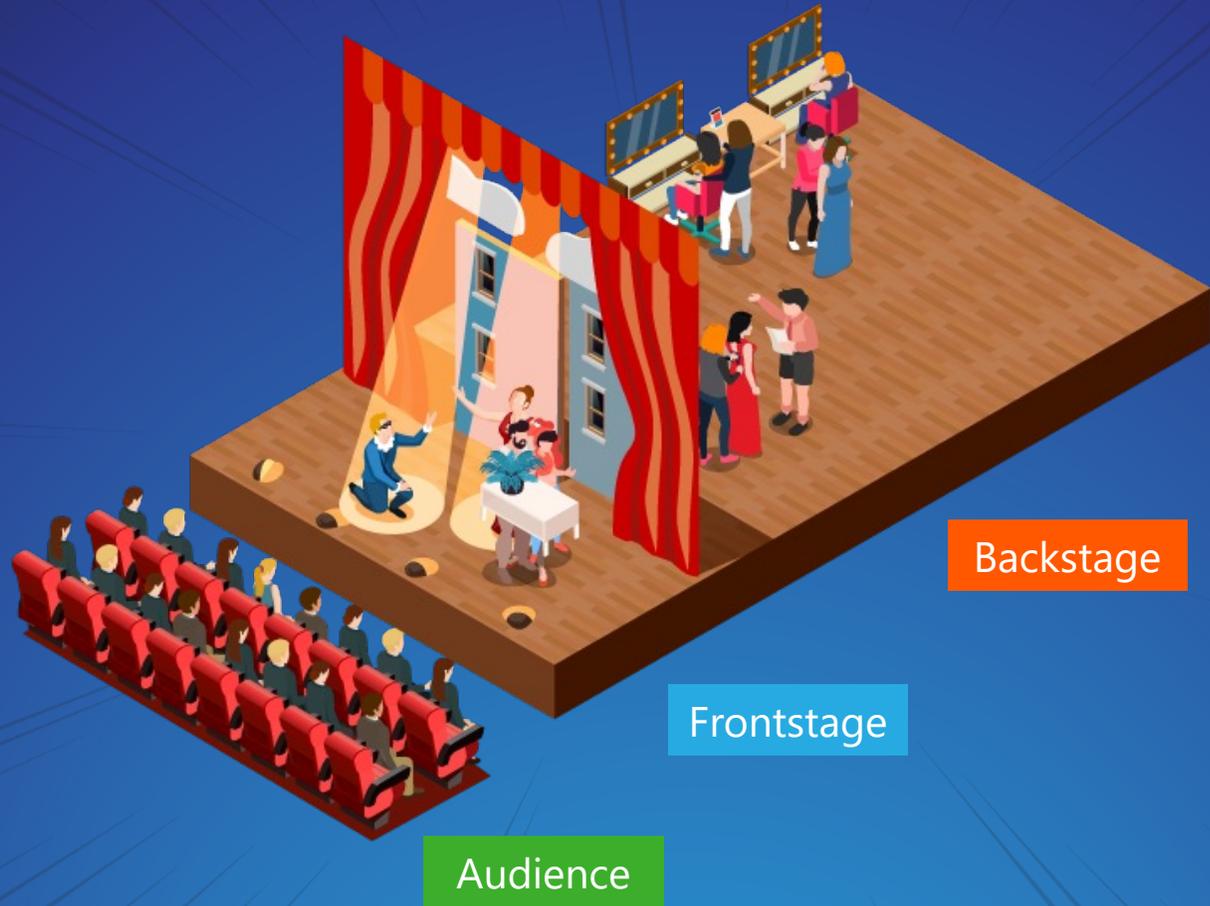
5 Disciplines of Viral Change™

as described by Leandro Herrero in the book
“Homo Imitans. The art of social infection, viral change in action”

- Non Negotiable Behaviors
- Peer-to-Peer Networks
- The Informal Organization
- Storytelling System
- Backstage Leadership™

Making of a Maker Movement





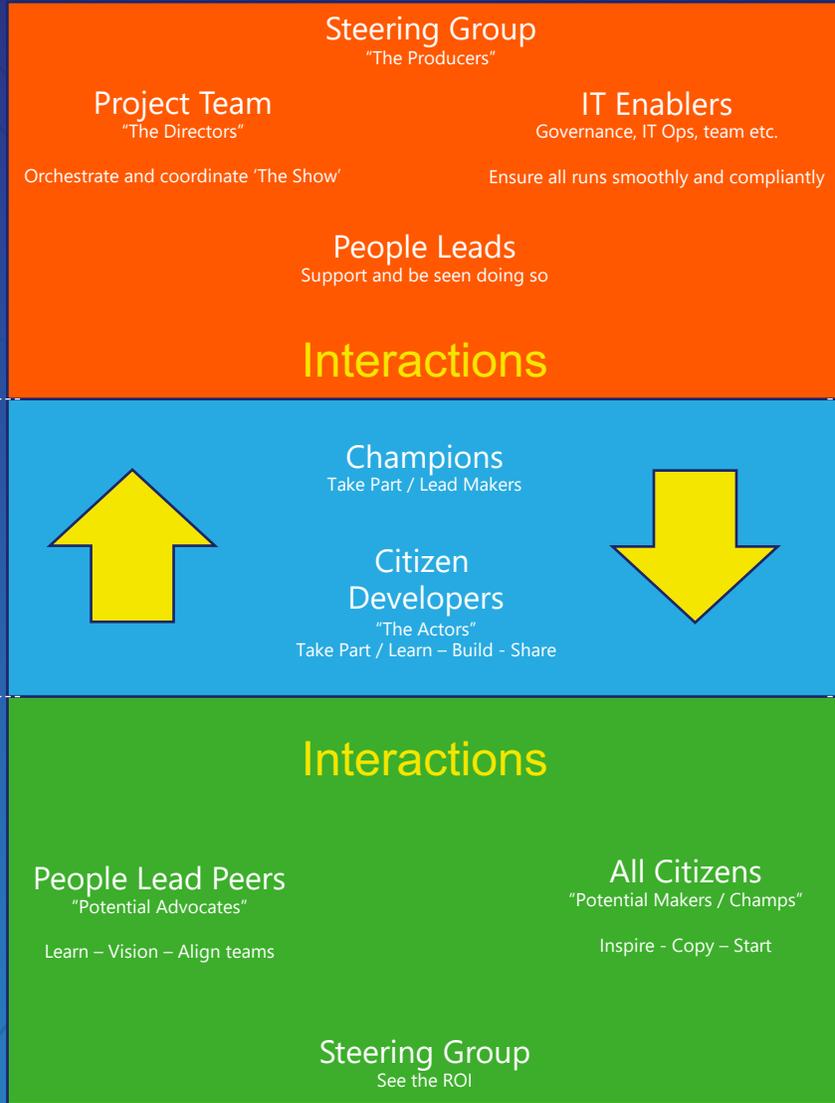


Backstage

Frontstage

Audience

COMMUNITY



Who works behind the scenes?

Who are the STARS of the 'show'?

What do others see?

What are some real-world outcomes of Viral Change?



Global community of 4,500+ emPOWERed superheroes breaking down organization siloes across 70 countries

Digital capability built across an organisation

New roles / job descriptions created to leverage the new capability

Thousands of business problems solved in innovative ways

Thousands of hours and \$£Millions saved

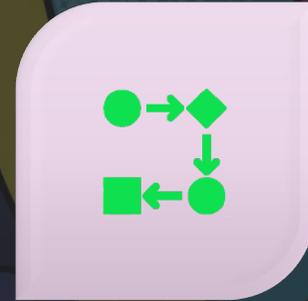
Behaviors changed, organisations changed, Careers advanced... Including mine!



PUT THE EMPLOYEE EXPERIENCE AT THE CENTER OF YOUR THINKING – WHAT'S VALUE IN THEIR EYES?



IDENTIFY THE BEHAVIOURS THAT YOU WANT TO EMBED AND WHY THEY'RE IMPORTANT

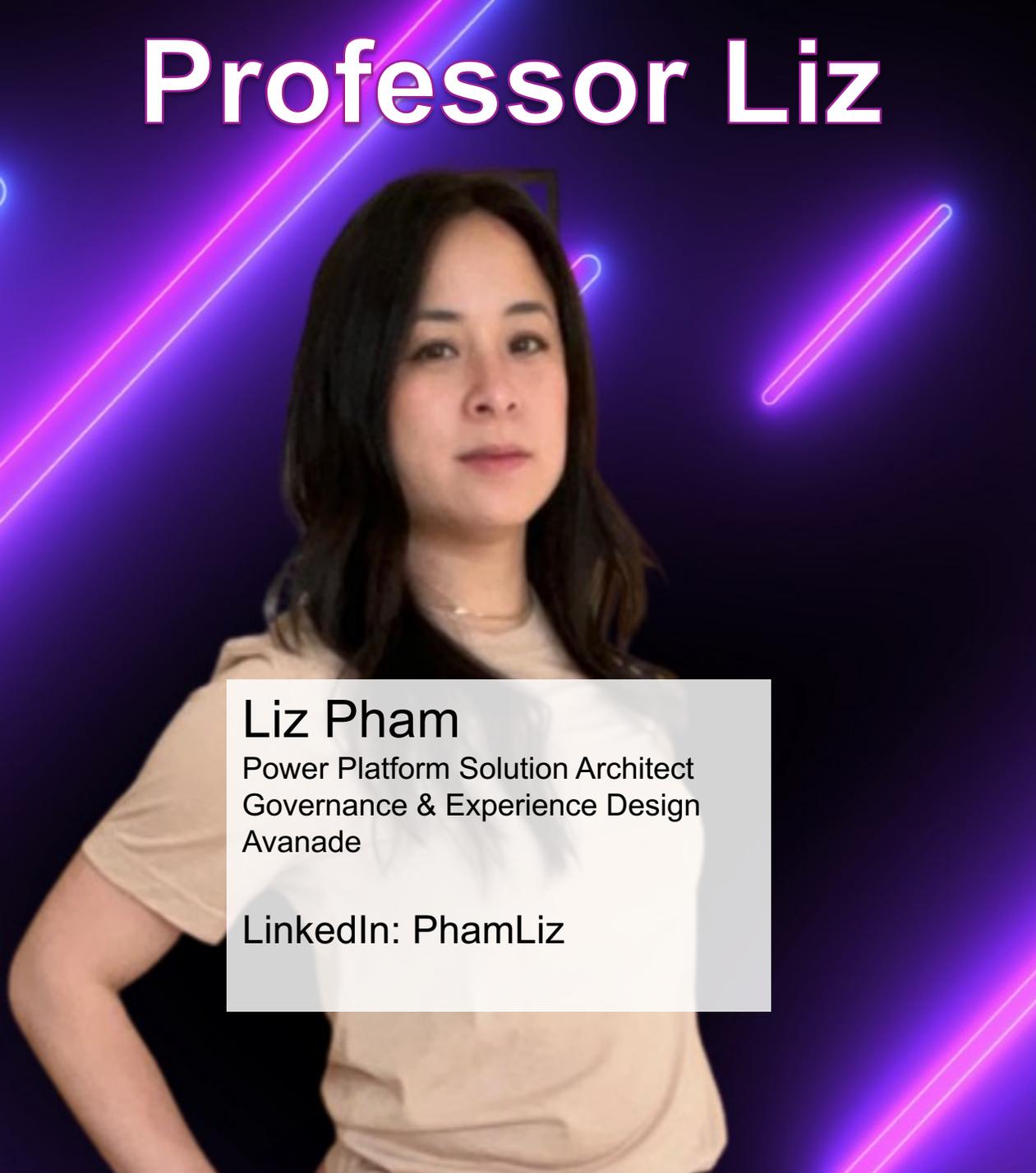


ITERATIVELY EXPERIMENT WITH WAYS TO ESTABLISH, ENABLE, AND REINFORCE THOSE BEHAVIOURS



HAVE FUN! – EMBRACE THE 'SHIRTLESS DANCING GUY' IN ALL OF US!

Professor Liz

A portrait of Liz Pham, a woman with long dark hair, wearing a light-colored top. The background is dark with glowing purple and blue lines.

Liz Pham

Power Platform Solution Architect
Governance & Experience Design
Avanade

LinkedIn: PhamLiz

A portrait of Simon Owen, a man with short hair and a beard, wearing a dark t-shirt. The background is a vibrant, futuristic digital landscape with orange and blue glowing lines.

Simon Owen

Power Platform SME
Governance & Adoption
Avanade

LinkedIn: SimonOwenDigital

Viral Simon

Thank you!

