

User's Guide: Definitions change, but as a rule haphazardly. The key to unlocking the latent potential of definitions and their application lies both in method and philosophy. Until now there hasn't been a Universal Process for identifying and implementing improvement opportunities. There is a more detailed paper accessible to *Open4Definition* participants in the Members Area. This process highlights a two-prong approach with a clear implementation bias. (750 words, 28 steps) Key definitions: Examiner Team, Implementation Team and Board of Improvement.

Abstract: The *Open4Definition* Universal Process

Version Two for Open Web Portal Only

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has." -- Margaret Mead

Charter Steps:

- ❖ Identify the preliminary target(s) for a concentrated examination of definitions and their applications.

Some target footprints will be at the intersection of fields while others could conversely be in established, yet highly fragmented fields that are in disarray or simply where ideal opportunities abound. The theories behind *The Medici Effect* will be used as practical (see Book Reviews under Resources for more detail).

"Give experimenters a defined sandbox... rather than an endless expanse of beach." – Scott Cook, Intuit co-founder

- ❖ Identify, recruit and designate individuals to be delvers and examiner start-up leaders.
- ❖ Revisit and recast preliminary targets with the addition of these new leaders and their perspectives.
- ❖ Set up an information and data depository and also size and scope out the secondary network of participating contributors.
- ❖ Identify and approach influencers and vested interests.

Examiner Steps:

- ❖ Recruit and constitute the Examiner Team.
- ❖ Start the identification process of candidate definitions or improvements in applications of existing definitions.
- ❖ Open up the identification candidates under consideration to invited reviewers. At the Examiners discretion a public wiki input is an option on the Open4Definition website.
- ❖ Select short list of sapient definition candidates for improvement.
- ❖ Apply the principles of *Made to Stick*.

Use the six principles of Simplicity, Unexpectedness, Concreteness, Credibility, Emotions and Stories. Make the resulting sapient definition improvements surprising, stickier and of course memorable (see two items in Book Reviews under Resources for more detail).

- ❖ Prepackage candidates.

Package the candidate definitions in a common form such as case studies or a project management format with common elements.

- ❖ Broadcast and disseminate targeted definitions to get feedback and gauge the level of built-in resistance.
- ❖ Rework, refine and repackage targeted candidate definitions.
- ❖ Create a plan of implementation for the elimination, change, modification, substitution, or creation of the resulting grouping of related definitions and applications.

Several key elements to be applied from *The Activation Point* research will be as follows.

- Identify who needs to be persuaded and how?
- Determine the need to build knowledge, build will or reinforce action within the select grouping of persuaders.
- Plan how to build a will to act.
- Determine what barriers need to be overcome and how?
- Plan how to reinforce action taken and make adjustments.

Once a family of sapient definitions is identified, justified and a plan is spelled out to achieve the objectives, the actual implementation will be taken on by a second organization.

- ❖ An overall marketing plan will be formulated to link the concepts of a 'Just in Time' campaign and Guerilla Marketing with a clear focus on attracting support and building alliances.

Implementation Steps:

- ❖ A Board of Improvement will be formed.

A separate entity will be chartered to get the changes in definitions implemented. This will mark a clear shift in the effort from planning to doing.

- ❖ An operational framework will be formulated.
- ❖ An Implementation Team will be formed.
- ❖ Where possible the selected definitions will be tested in representative environments.
- ❖ A more detailed marketing and funding campaign plan will be established and followed.
- ❖ Self-funding or sources for financial support will be sought and settled.
- ❖ Implementation by plan will get underway.

There will be both favorable and unfavorable surprises in the level of resistance. It will probably make sense to look at implementation like a batting average in baseball. No one gets a hit at every turn at bat nor will every target be implemented completely.

- ❖ Adjustments will be made based on facts on the ground.
- ❖ Decisions on targets that prove potentially too difficult to implement will be made by the Board of Improvement.
- ❖ An annual report on progress and state of implementation will be made throughout the life of the effort.
- ❖ On a predetermined timeline the Implementation Team will disband and there will be a hand over of records to *Open4Definition*. The Board of Implementation will disband at a time of its own choosing.

Tracking Steps:

"The perfect is the enemy of the good." -- Voltaire

- ❖ Periodic project reviews will be done throughout the process to enable the Board of Examiners to both exercise oversight and provide direction.
- ❖ The impact over time will be tracked by *Open4Definition* and covered in periodic reporting and publishing efforts.

Each effort will succeed or fail on its own merits and in its own predetermined time range. *Open4Definition* also expects to revisit and redesign a second, third and possibly fourth iteration of this process based on results achieved.

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