Social By Design by Mark Britz & James Tyer Discussion Guide

- In the book, Social By Design, Mark Britz and James Tyer define social in the context of organizations as "The actions and interactions that build and maintain transparent, open and trusting relationships at work…" *Do you agree with this definition? How might embracing it drive change in your organization?*

- Britz and Tyer make the argument that organizational design is often not considered in discussions about workplace culture. *Why do you think this is and how can you elevate the conversation?*

- The authors maintain that industrial era mindsets remain like a hangover, influencing ideas around control in the workplace. *What are examples of passive and active control we see in the workplace today? What is the impact?*

- The authors point to 3 types of social behavior existing at different levels in an organization; communal, cooperative and collaborative. *Which of these is most dominant today in your organization? Do you see this as positive or negative in meeting the mission and/or goals?*

- In Social By Design, the authors challenge leadership to create greater Purpose, Transparency and Openness in their systems. *How and where do these exist today? Where is there opportunity?*

- Knowing more from Social By Design about the role systems play in psychology and sociology, *how should organizations approach selecting and implementing social technology tools?*

- Britz and Tyer use several anecdotes, examples and research to support the book's central message. *Which of these really landed for you and feel has the greatest opportunity to create progressive conversation to expand connection and collaboration?*