



Welcome to the third volume of The ISOD Newsletter! It is hard to believe but The ISOD is entering its third year and so is this periodic newsletter! As we celebrate this occasion, we are saddened to note the death on January 20, 2013 of one of the legends in our field of Organization Development, Dr. Charles Seashore. This edition of The ISOD Newsletter is dedicated to Charlie Seashore.



Dr. Charles Seashore

**In Memoriam**

We are saddened to announce that one of the greats in our field of Organization Development, Dr. Charles Seashore, 80, died on January 20, 2013, surrounded by his family at Alta Bates Hospital in Berkeley, California.

“Charlie” was Past Chairman of the Board of Directors of the NTL Institute (1988-1990) and a member of the American Psychological Association, the Society for the Psychological Study of Social Issues and the OD Network’s Lifetime Achievement Award Recipient in 2004.

Charlie will be remembered and missed by the OD community. In 1957, Charlie went to Bethel, Maine, as a research assistant at the National Training Laboratories (NTL) Institute. There, he fell in love with Bethel, group dynamics, and Edie Whitfield. Charlie and Edie married in 1961. He held faculty positions at Fielding Graduate University, American University/NTL Masters Program in Organization Development, the Washington School of Psychiatry, and Johns Hopkins University. He worked as an executive coach and an organizational consultant for over 40 years in Washington, DC. He also served as president of the Lewin Institute for Social Change, Action and Research.

Charlie was best known for his outstanding sense of humor and creativity, his love of people, and his ability to create a community out of any gathering. He recently wrote a six-word memoir: "Born to fix - people, things, situations." Among his many talents were juggling, accordion playing, unicycle commuting and becoming an Eagle Scout.

Charlie is survived by his wife and treasured collaborator of 55 years, Edie Seashore; his daughters, Becky (May) and Kim (Seashore) and their husbands CJ May and Jeff Hobson; his brother and sister, Dick and Marjorie Seashore; and his grandchildren Natalie, Nick, and Ella May and Benjamin and Nathan Seashore Hobson.

Services will be held in the following locations over the next five months:

*SF Bay Area:*

**Saturday, February 23, 2-4 pm**

Unitarian Universalist Church of Berkeley,  
One Lawson Road, Kensington CA 94707

<http://uucb.org/index.php/directions-to-uucb>

*Columbia, MD:*

**Saturday, March 9, 2 - 4 pm**

Sheraton Columbia Town Center Hotel  
10207 Wincopin Circle, Columbia MD 20144

<http://www.sheratoncolumbia.com/>

*Bethel, ME*

**Sunday, July 21, 2 - 4 pm**

***Editor's Personal Reflections on An Icon***

I first met Charlie while a student at The Fielding Institute. Charlie attended one of our Cluster meetings in Ann Arbor, Michigan in 1993. Dr. Libby Douvan, my mentor, had made arrangements for Charlie to join our weekend cluster meeting. I immediately was attracted to this man for one main reason: he liked to be in bare feet. Charlie felt that having his feet feel the earth or ground was important. I felt a kindred spirit with him as I have a distain for shoes and often could be found at corporate business meetings without shoes. Of course, I soon learned that there was so much more to Charlie than his barefootedness. Charlie helped me to soon recognize and better understand the importance of the use of self as a key tool in change management. His effervescent personality reflected his love of people along with his keen ability to build camaraderie and community wherever he was. May Charlie's spirit continue to illuminate the future of Organization Development and Change and thanks to Edie, his wife, we can expect to continue learning and growing from the Seashore perspective.

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This edition of The ISOD Newsletter includes columns from our regular contributors, introduces a new ISOD member, highlights the many upcoming events, conferences, learning and sharing opportunities available through ISOD.

## Columns

- Dr. Jerry Glover 's column introduces us to the art of counting bulas and how it applies to the hospitality industry. If you have not experienced a bula, the quality of your customer service experience was probably low.
- Debra Hockenberry's column explores the relationship between strategy and organization development in this first of a two part series.
- A new ISOD member and practitioner from The Netherlands, Marcella Bremer, presents a case study that highlights the challenges of engaging organizations and people in 21st century change efforts. She also invite us to learn more about her Circles of 10 approach through an upcoming workshop and her book.
- Familiar ISOD contributors Drs. Therese Yaeger, Peter Sorensen along with Homer Johnson announce a new addition to the Organization Development Book Series, "Contemporary Trends in Organization Development and Change."

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— ARTICLES, LATEST NEWS, & EVENTS —

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## Free Webinars

Did I mention **free webinars**? We have three free exciting webinars coming your way over the next three months.

- Register now for the opportunity to join [Roland Sullivan](#) and the International Society of Organization Development for webinars on "*Whole System Transformation: Developing an Agile Enterprise*". Both Webinars will follow the same structure yet the content and stories will be geared to the West in February and to the East in March. Those who attend either session will be given a private link to download over 40 free resources supporting Roland's practice.

**Webinar #1: Tuesday, February 26, 2013 at 12:30 p.m. EST**  
[REGISTER](#) \*\*

**Webinar #2: Wednesday, March 6, 2013 at 9:00 p.m. EST**  
[REGISTER](#) \*\*

\*\* When registering, be sure to click the "Show time in my time zone" link to verify the local time.

- On Tuesday April 2 at 11:00 a.m. Eastern, Allan Church and Amanda Shull present a webinar, "*What is the current state of the field of Organization Development?*", which describes the findings of a 2012 research study that investigated current perceptions of the field of OD as compared to data collected in a 1993 study (published in 1994 and 1995). OD and the business environment more generally, have seen many changes in the last 20 years. Survey data collected from 388 OD professionals indicated findings along five themes which will be presented and discussed. This work contributes to the formation of a collective understanding of the current state of the field of Organization Development and the implications for the continuing evolution of the field and implications for the current and future practice of OD will be discussed.

**Webinar #3: Tuesday April 2, 2013 at 11:00 a.m. EST**

Be sure to check your email inbox and our website for registration information for this webinar

in March.

All ISOD webinars are free and are being brought to you by the Bowling Green State University's MOD program and Nexus4Change



## Conferences



**Information Exchange Conference in Colorado Springs, Colorado will be held May 21-25, 2013.** The Conference is being held at the historic Cliff House located in Manitou Springs at the base of Pikes Peak. Plans are being finalized for another great ISOD conference with opportunities to meet with guest speakers, present papers, participate in workshops, and network with other OD professionals. In addition to the meetings and presentations, there will be trips to local attractions including tours to the Royal Gorge, Garden of the Gods, Air Force Academy, and historic Cripple Creek. Maybe you would like to catch a trout on a little fishing trip, enjoy a round of golf or take the cog railway to the top of Pikes Peak, you will see why America the Beautiful was inspired here. Registration is now open for this conference. [CLICK HERE](#) for additional details and to register.

The first International Conference in Accra, Ghana, West Africa is set for July 24-27, 2013 hosted by Noble Konawa, International ISOD Director. Please contact Noble directly. His email address is [nobleocic@yahoo.co.uk](mailto:nobleocic@yahoo.co.uk).



### Counting “Bulas” for Fun and Profit....

By Jerry Glover, PhD, Professor of Organizational Change, Hawaii Pacific University and Board Member, International Society for Organizational Development

When I first visited Fiji in 1990 I was very impressed with the genuine hospitality of the Fijian people. It seemed that everyone in the communities I visited warmly gave bulas, the traditional Fijian greeting. I recall thinking that was rare indeed to find a tourism destination with local people who actually seem happy that you are there.

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## The Relationship Between Strategy and Organizational Development (Part I)

By Debra Hockenberry, Doctoral Candidate at Colorado Technical University

The mixture of strategy and organizational development brings together external and internal change processes. Traditional approaches to strategy generally focus on financial performance. There is an external orientation to the history of economics, finance, and marketing. It manifests itself in discussions of industry and market structure and product/service positioning vi-a-vis competitors. OD on the other hand, is internally focused, process oriented, dynamic, and concerned with effectiveness. It deals with the process of planned change.

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## Engaging 21st Century Change

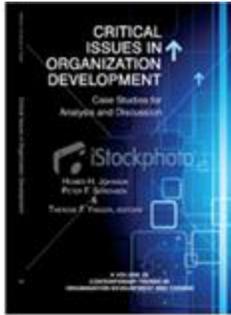
By [Marcella Bremer](#) MScBA

### Making Change Work

It's fascinating to see in how many ways organizational development and change programs can go wrong. In theory there may be some general patterns that cause the notorious 75% failure rate of organizational change - in everyday practice you can see that the devil is in the details. The complexity of every particular situation is a customized challenge. It is the "how" of change that often determines whether change will stick or not.

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## NEW ADDITION TO ORGANIZATION DEVELOPMENT BOOK SERIES

Drs. Therese Yaeger, Peter Sorensen along with Homer Johnson

In 2006, Peter Sorensen and Therese Yaeger launched the newest OD book Series “Contemporary Trends in Organization Development and Change” through Information Age Publishing. This month the newest book in the Series entitled, *Critical Issues in OD: Case Studies for Analysis and Discussion*, edited by Homer Johnson, Peter Sorensen, and Therese Yaeger will be released. This case study book provides 30 cases and responses from 90 OD consultants with expert insights specific to each particular case topic. This book is the culmination of ten years of collaboration between the Homer, Peter and Therese and the OD Network who originally printed these cases in the *OD Practitioner*. Now with the 30 case studies compiled in one OD book, both practitioners and academics can experience an OD challenge and value the differing responses from OD experts.

This book is the 7th book in the Contemporary Trends in Organization Development and Change Series. For more information on the Contemporary Trends in Organization Development and Change Series, visit the Information Age website at:

<http://www.infoagepub.com/series/Contemporary-Trends-in-Organization-Development-and-Change>

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### Notes from the OD Journal Staff

Dr. Joanne Preston and the Organization Development Journal staff remind our ISOD members that the current issue of the Organization Development Journal as well as the OD Journal Library is located in the members only section of our website. To login to Members Only, go to the ISOD Members Login located on the left menu bar of our website's homepage: <http://www.theisod.org>. The ODJ became an electronic publication last year. Be sure to check the website for the current and back issues.

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Editor: Lena Neal, RODC | [neallena@gmail.com](mailto:neallena@gmail.com)



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