

*“There have always been powerful networks of people, but until recently it has never been possible for the entire world to be connected.”*

*–Paul Hawken, “Blessed Unrest,” Viking Press 2007*

# *Center for Global Service (CGS)*

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## *A Next Generation Knowledge Network*

*An Introduction to the Center for Global Service  
Developed and Presented by The LIFT™ Alliance*

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Center for Global Service

## Compelling Questions

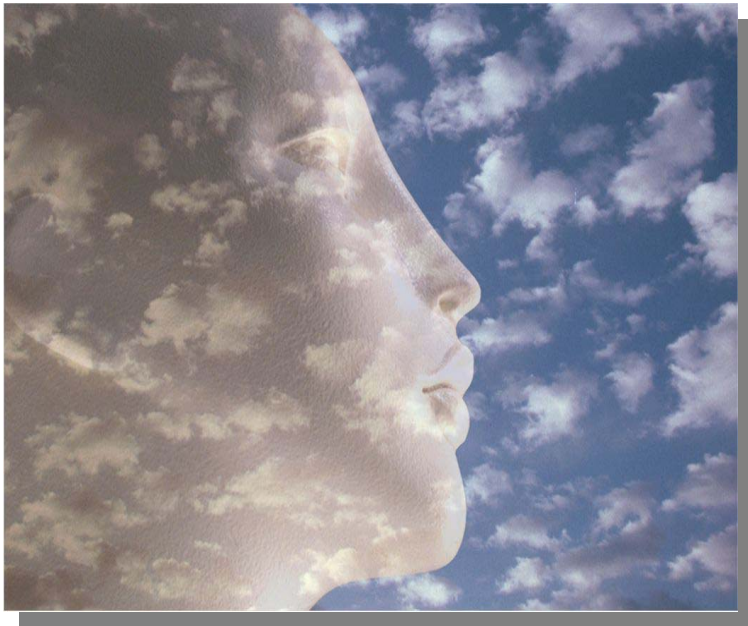
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- **WHAT** if we are investing more than ever in the developing World without a commensurate positive result?
- Is it possible that a **NEW HUMAN CAPITAL STRATEGY** based on global service sourcing could make a dramatic improvement in our world?
- What if **Mass Collaboration Changes Everything**?
- **WHAT** if we could increase the income of individuals making less than a dollar a day by 10 to 15% per year over the next three years?



# Center for Global Service – Proposal & Vision

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**Our Proposal: Move global service /volunteerism from today's highly fragmented model into a strategically aligned, collaborative global effort.**

**Our Vision: Optimize the impact of global service and unleash an era of goodwill to improve our world.**

# Center for Global Service – Our Approach

*Build new partnerships across the “global service supply chain”— a logistical network that links the people, organizations, activities, information and resources to the actual communities being served.*



*Shift from being “supply driven” to a “demand driven” model.*



# Center for Global Service – Our Mission

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Provide the **“next generation”** of volunteers, global service organizations, and local leaders with new strategies and tools to create **sustainable community models.**

## **CGS 3 Target Audiences:**

**1. Youth**

**2. Corporate Volunteers**

**3. Wisdom Pool (over 50)**



# Center for Global Service – Planned Outcomes

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- A worldwide network of volunteers and cooperating organizations achieving enhanced performance and economics of scale in global service.
- A scalable and sustainable system of interagency cooperation that facilitates the improvement of health and quality of life in underserved communities around the world.



## Value Proposition:

- Through a *robust network of connections*, enable international volunteers and NGOs to align with communities to affect positive change around the world.

## Core Values:

- Collaboration
- Compassion
- Respect
- Trust/Integrity
- Inclusiveness
- Generosity
- Accountability



# Center for Global Service – Assumption # 1

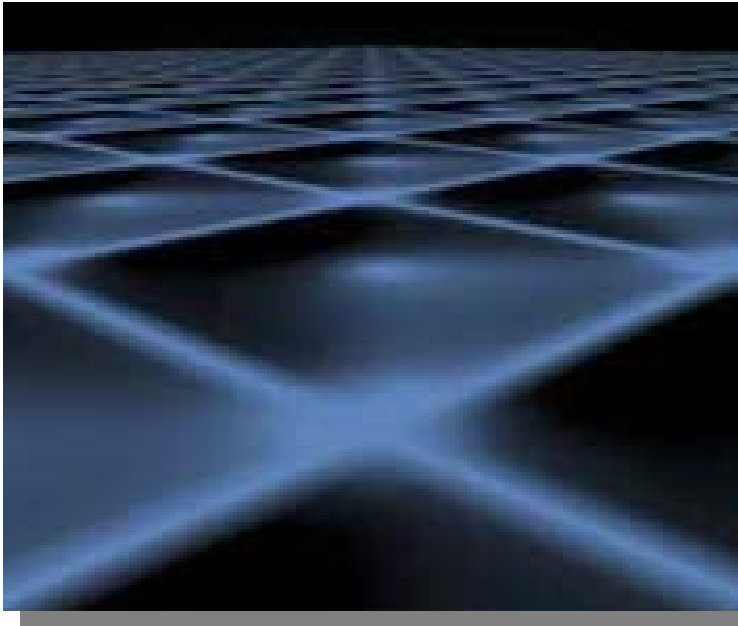
The need for well-prepared global service/volunteers is growing, but gaps exist in volunteer readiness/effectiveness, from selection through preparation and execution, to re-entry and future deployment





## Center for Global Service – Assumption # 2

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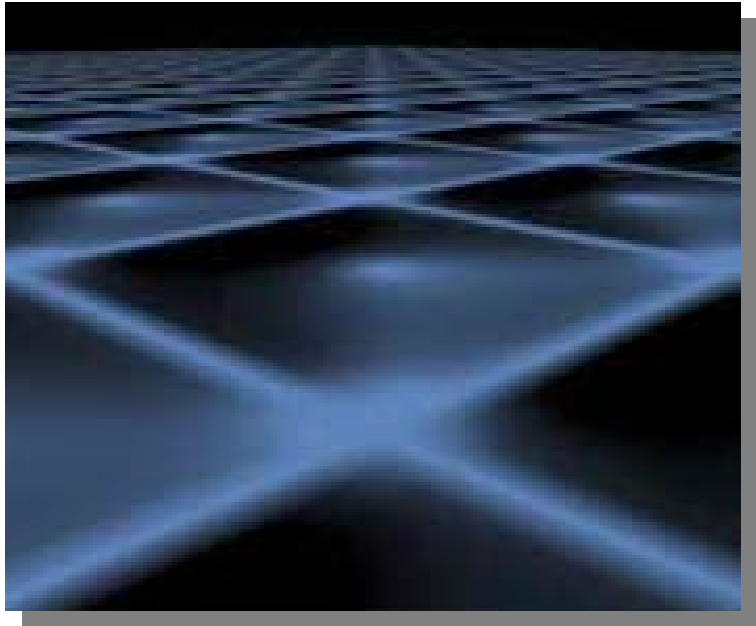


*The current model underperforms against key targets of effectiveness and operates without the information, context and connections necessary to achieve desired outcomes.*



# Center for Global Service – Assumption # 3

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Technology has reached a “tipping point” which enables mass collaboration on a global scale among volunteers, organizations, and community based leaders.

# Center for Global Service – Conclusion

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*We need to build unprecedented levels of collaboration that:*

- ✓ *Enhance organizational capacity while maintaining the collaborators' autonomy*
- ✓ *Transcend traditional barriers among organizations, sectors, and geographies.*
- ✓ *Leverage all available knowledge and resources to optimize volunteer impact.*



## CGS – Innovation Mindset Shift

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*“What’s required is expanded support for organizations that are approaching social sector problems in a fundamentally new way and creating scalable, sustainable, systems-changing solutions.”*

*“Their method, which we call ‘catalytic innovation’, shares the principle features of the **disruptive-innovation model.**”*

— Clayton Christensen  
Harvard Business Review  
December 2006



# Center for Global Service – **3** Key Strategies

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- *Strategy #1* – **Knowledge Network**



- *Strategy #2* – **Enabling Technology**



- *Strategy #3* – **Alliance Structure**



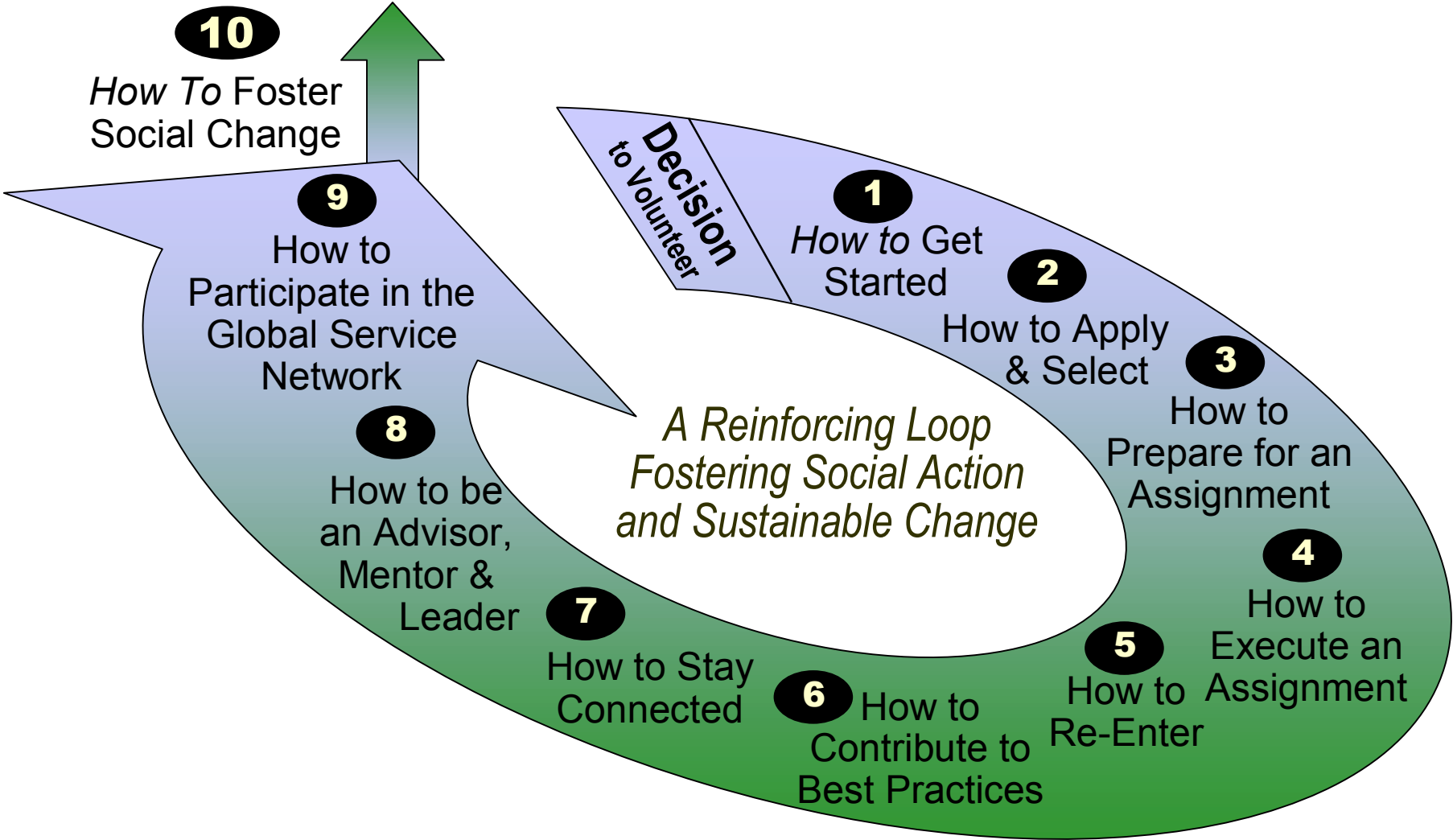
## ■ *Strategy #1* – Knowledge Network

The Knowledge Network will build connections & capacity via:

- ✓ **Circle of Transformation** (e.g., Universal Match, Core Curriculum, Mentoring Network, etc.)
- ✓ **Knowledge Navigation Architecture** (e.g. platform for access resources, tools and Communities of Practice)
- ✓ **Knowledge Bases** (anchored in the hub are: Global Databases, Best Practices Repository, Solutions Center and Marketplace Exchange e.g. v-Bay)



# Knowledge Network – Circle of Transformation





# Knowledge Network – Core Curriculum for Global Service

- **Global Citizenship & Diplomacy** • **Cross-Cultural Training**
- **Root Causes of Poverty** • **Sustainable Development**

**Health**

**Environment**

**Education**

**Emergency  
Relief**

**Social  
Entrepreneur**



# Knowledge Network – Knowledge Navigation

✓ = Most Important

<p>✓ CGS Knowledge Network-Virtual Hub Platform</p>	<p>✓ CGS Databases - Global volunteer and organization opportunities</p>	<p>✓ CGS Core Curriculum for Global Service</p>	<p>✓ CGS Marketplace Exchange Ex: eBay.com</p>	<p>✓ CGS Alliance Building and Collaboration Center</p>	<p>✓ CGS Best Practices Repository Ex: Wikipedia model of BPs built with members/volunteer</p>	<p>✓ CGS Technical Solutions Center Ex. PATH</p>
<p>✓ CGS Center on Global Leadership</p>	<p>CGS University Online - Link to Library Systems</p>	<p>✓ CGS Mentors and Coaches</p>	<p>✓ CGS Virtual Worlds - Simulations - Games Ex: Second Life</p>	<p>✓CGS Online Universal Match Application and Referral Service Ex: V-Harmony.com</p>	<p>✓ Link to CGS Member Organizations Websites</p>	<p>✓CGS Communities of Practice Social Network - Blogs and Wikis Ex: Facebook by Country</p>
<p>CGS Travel Related / Branded Products</p>	<p>CGS Book / Travel Store -Books -Video / DVDs - Films Ex: Amazon</p>	<p>CGS Emergency Preparedness / Crisis Mgmt</p>	<p>CGS Communications - Podcasts, TV, Radio, Video</p>	<p>CGS Center on Global Environment</p>	<p>CGS Google Global Maps / Geography Center</p>	<p>CGS Alerts</p>
<p>CGS / CDC Health / Travel Advisory</p>	<p>CGS Country Fact Book</p>	<p>CGS Center for Country Business</p>	<p>CGS Virtue of Being Virtual” “How to” of Remote Assignment</p>	<p>CGS Consulting Arm</p>	<p>CGS Job Bank</p>	<p>CGS University On Campus –In Country Programs</p>



# Center for Global Service – **3** Key Strategies

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- *Strategy #1* – Knowledge Network



- *Strategy #2* – Enabling Technology



- *Strategy #3* – Alliance Structure



# Center for Global Service – 3 Key Strategies

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## ■ Strategy #2 – Enabling Technology

Leverage technology to:

- ✓ **Connect constituencies** easily and cost-effectively.
- ✓ **Harness and align the Collective IQ, capability and resources** of volunteers and volunteer-based organizations.
- ✓ **Accelerate knowledge-sharing, problem solving and collaborative initiatives.**



The *LIFT*<sup>™</sup> Collaboration Center is a technology suite designed to accelerate development / implementation of CGS strategies.



**“All-In-One” Environment** – a critical mass of leaders collaborating in real-time.

**Simple, flexible online tools** for:

- ✓ “Hot Issue” Discussions
- ✓ Tracking Leadership Action Items
- ✓ Conducting Real-Time Surveys
- ✓ Team Document Libraries
- ✓ Interactive Presentations



# Center for Global Service – **3** Key Strategies

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- *Strategy #1* – Knowledge Portal



- *Strategy #2* – Enabling Technology



- *Strategy #3* – Alliance Structure



## ■ *Strategy #3 – Alliance Structure*

■ Build a Grand Alliance to:

✓ **Orchestrate a network of alliances** that transcends organizations, sectors and geographies.

✓ **Facilitate bubble-up and top-down cross-sector approaches** to leverage all available resources.

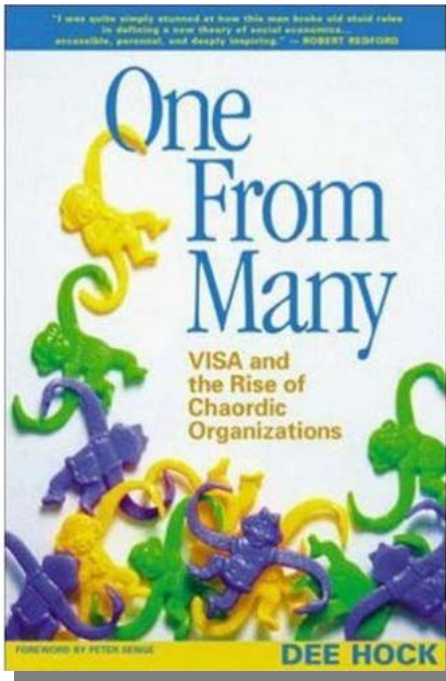
✓ **Ensure alignment and velocity** around large-scale collaborative projects with the potential for global impact.



## One From Many — The Chaordic Organization

The *Chaordic* organization is a structure that is neither hierarchical nor anarchic.

- The credit card consortium, VISA, is a well-known example of the *Chaordic* organizational model developed by Dee Hock.
- VISA brought together an alliance of international partners who agreed upon a shared set of values, policies, processes, timelines and branding.
- Members organizations maintain their autonomy outside of the alliance, but participate collaboratively with the alliance.







# CGS: Intended Outcomes *for Global Service*

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- Instill new perspectives of global citizenship, global diplomacy, cross cultural sensitivity
- Advance a paradigm shift in the current model of global volunteerism by creating a “disruptive innovation” designed to foster sustainability
- Expand volunteer footprint by use of new collaborative tools and of “virtual volunteer extenders”
- Engage local leaders in defining needs and evaluating outcomes-shift to demand driven model.
- Build new transparency/accountability; apply balanced scorecard derived from local and regional context/goals

# CGS– Intended Outcomes for Society

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- Build awareness about potential of global service to be world changing
- Engender a *Global Service Movement*
- Develop insight into forces that perpetuate poverty/inequality
- Heighten cultural understanding and religious tolerance
- Change perceptions about USA's global intent and role
- Increase global security and strengthen democracies
- Promote a civil and sustainable society
- Unleash a new era of goodwill for a better world



# **Attachment A: CGS Mindset**



# CGS – The Business Model Mindset Shift

**FROM**



**To**

*Public or private*



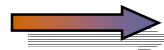
Public / Private / Gov't Partnerships

*NFP Mentality*



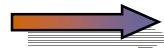
Social Entrepreneurial

*Hard Copy*



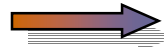
Digitally Driven

*No Connective Tissue*



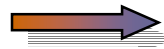
Collective IQ

*Innovation Resistance*



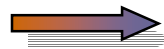
Innovation Transfer

*Competition Based*



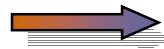
Collaboratively-Based

*High Cost of Entry*



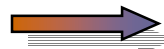
Reduced Cost of Entry

*Project Oriented*



Solutions Oriented

*U.S. Dominated*



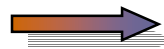
Globally Derived/Multi-lateral

*Limited Access*



Open Source

*Single Sector Silo Model*



Crossing Sector / Boundaries Models



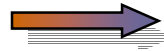
# CGS – The Organizational Mindset Shift

**FROM**



**To**

**Resource constrained**



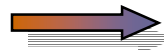
**Resource rich**

**High cost per volunteer**



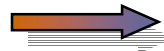
**Realizing economies of scale**

**Little collective memory**



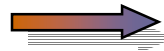
**Best practices captured & leveraged**

**One--way Communications**



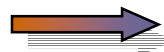
**Two-way, multi-level communications**

**Limited accountability**



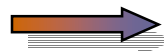
**Focused accountability**

**Limited transparency**



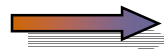
**Full transparency**

**Disconnected / Competing**



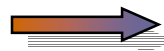
**“Communities of practice”**

**Professionally Driven**



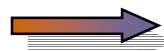
**Professional + Amateur (Pro Am)**

**Top down strategies**



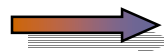
**Bubble Up + Top Bottom strategies**

**Single Issue Solutions**



**Root Cause / Whole System Solutions**

**Go it alone organizations**



**Collaboration across cultures/functions**



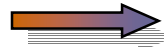
# CGS – The Volunteer Mindset Shift

**FROM**



**To**

*Volunteering is Charity*



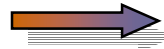
Contributing to social progress/justice

*Apply to one Organization*



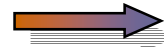
Universal application process

*Basic Training focused  
on current assignment*



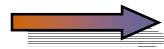
Core Curriculum supplemented by  
“just in time” education & info

*Episodic Involvement*



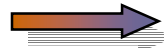
Continuing involvement / contribution

*One-off experience with  
unpredictable results*



An experience continuum designed to  
support personal transformation

*Traditional tools*



Seamlessly-linked Next Generation  
technology tools (easy-to-use / access)



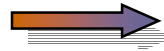
# CGS – Community Mindset Shift

**FROM**



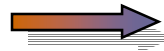
**To**

*Volunteer interest focus*



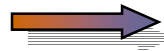
Community needs-based assessment

*NGO defines assignment*



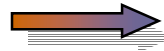
Community defines the assignment (s) that could best meet their local needs

*Uncoordinated and unaligned activity*



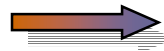
Work collaboratively with NGOs, gov't and business to align activity

*Uneven / unmeasured impact of outcomes*



Targeted/leveraged outcomes across sectors: move to evidence based strategies and measurement

*Marginal sustainability*



Breakthroughs in sustainability and self-sufficiency



# **Attachment B: CGS Technology Examples**



## Functions in CSG Proposal

1. Wireless in developing world
2. User authored input
3. User friendly interface
4. User created market place
5. Web browser model
6. Social networks/communities of Practice
7. Virtual / collaborative problem solving
8. Podcasts / webinars
9. Open source
10. Volunteerism site
11. Geography maps
12. Experience reviews

## Existing Analog

1. MIT Media Lab - \$100 computer
2. Wikis, e.g., Wikipedia/Sustainapedia
3. Amazon / Google / Facebook
4. eBay / Netflix
5. Salesforce.com
6. Sharepoint / My Space / Moveon.org
7. ThinkQuest / Oracle Foundation
8. Tech Nation / Skype
9. Drupal / EDUCASE / Sakai Project
10. www.idealists.org
11. Google Maps / National Geographic
12. Amazon / Open Table / CNET



## Functions in CSG Proposal

1. Educational videos online
2. Video instruction
3. Simulations of in-country experiences
4. Service learning
5. Health / Security / Travel Advisory info
6. Online education
7. Global citizenship
8. Ranking and filters
9. Funding model
10. Registration with embassies
11. Leadership development
12. Environmental resources
13. Social entrepreneurship
14. Transdisciplinary learning

## Existing Analog

1. World Food Prog. / Water for People
2. You Tube
3. Second Life
4. Oracle Fdn / ThinkQuest / Think.com
5. CDC / State Department
6. University Ext. / The Teaching Co.
7. [www.worldcitizenguide.org](http://www.worldcitizenguide.org)
8. Google / Amazon / iTunes
9. [www.path.org](http://www.path.org)
10. State Department
11. International Leadership Assoc.
12. [www.climatechange.org](http://www.climatechange.org)
13. Social Venture Net. / K.Schwab Fdn
14. Stanford Multi-Disciplinary Prgms