



*Communities, guilds and chapters;
or how to make the architectural
mayonnaise stick*

XPLUS Breakfast Session

September 24th 2021, 8.30am – 9.15am



This webinar is being recorded



Our speakers

Dirk van Boxem
Transformation Manager



An architect's perspective on agile organizational principles and concepts

<https://www.linkedin.com/in/dirkvanboxem/>

Benoit Moreau
Architecture Chapter Lead, ING



Learnings from establishing community working for architects at ING.

<https://www.linkedin.com/in/benoitmoreau/>

Thierry Parmentier
Architecture Chapter Lead, ING



<https://www.linkedin.com/in/parmentierthierry/>



Some Practical details

- Don't hesitate to interact and ask questions via the chat 
- Please stay muted during the webinar 
- For additional questions after the event: info@xplus.eu
- Enjoy the session!



Presentations



**An architect's perspective
on agile organizational
principles
and concepts**



**Learnings from establishing
community working for
architects
at ING.**





An architect's perspective on agile organizational principles and concepts





Learnings from establishing community working for architects at ING.

Next Steps

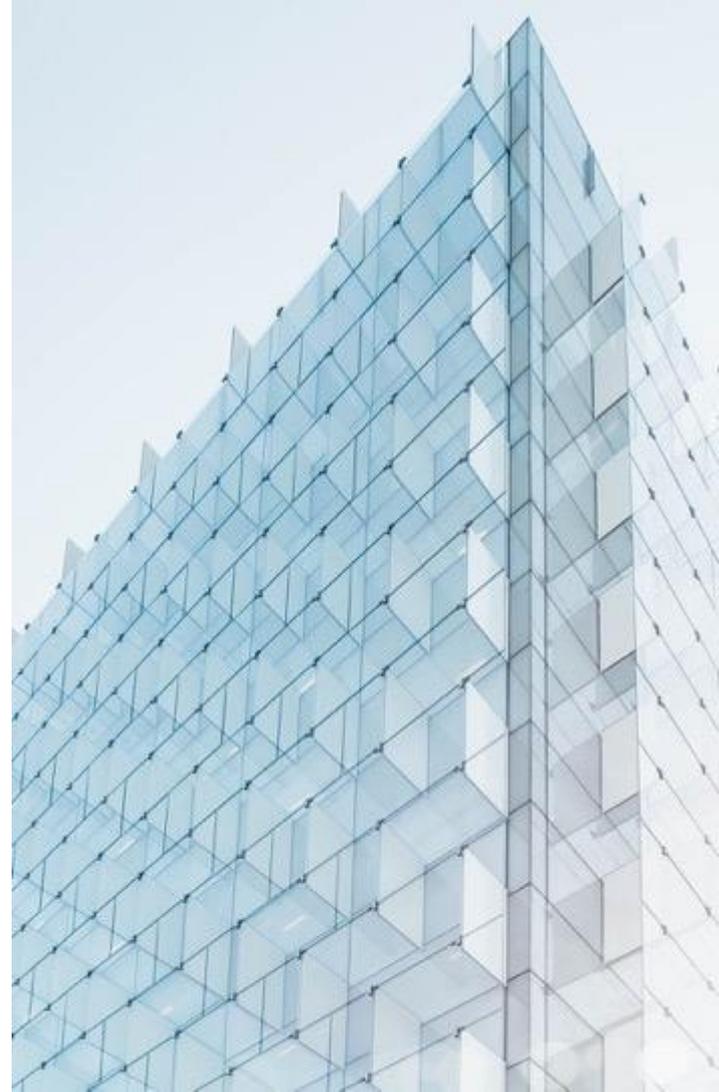


You will get next week an e-mail with the link to the presentations.



Follow XPLUS at LinkedIn for additional information:

<https://www.linkedin.com/company/xplusconsultants>



Two circular inset images showing a close-up of a modern glass building facade with a grid pattern of windows and reflections.

*Thank you for your
participation!*

Communities, guilds and chapters
How can we help you?

Get in touch: info@xplus.eu



An architect's perspective on agile organizational principles and concepts

(it's all about the mayonnaise)

Dirk Van Boxem

Transformation manager

September 2021

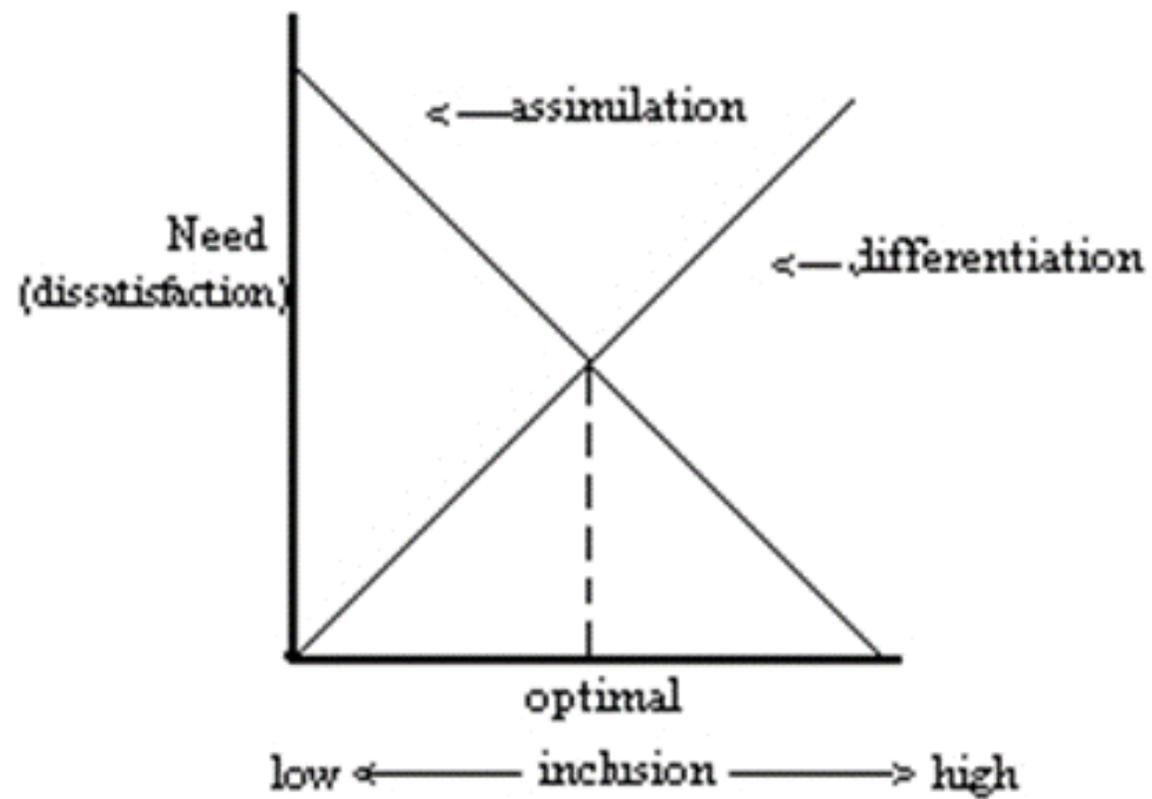


Theory of
optimal
distinctiveness



Everyone needs to belong
Everyone needs to be unique





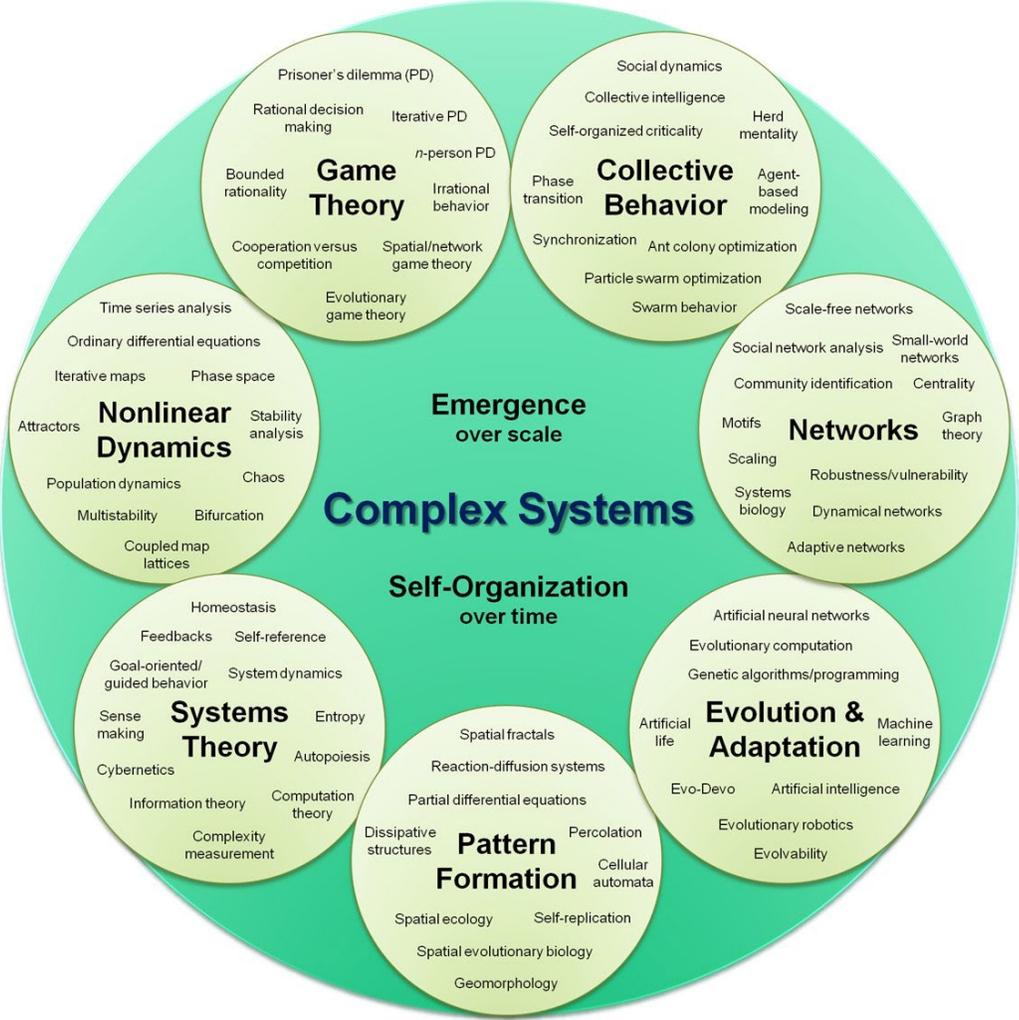


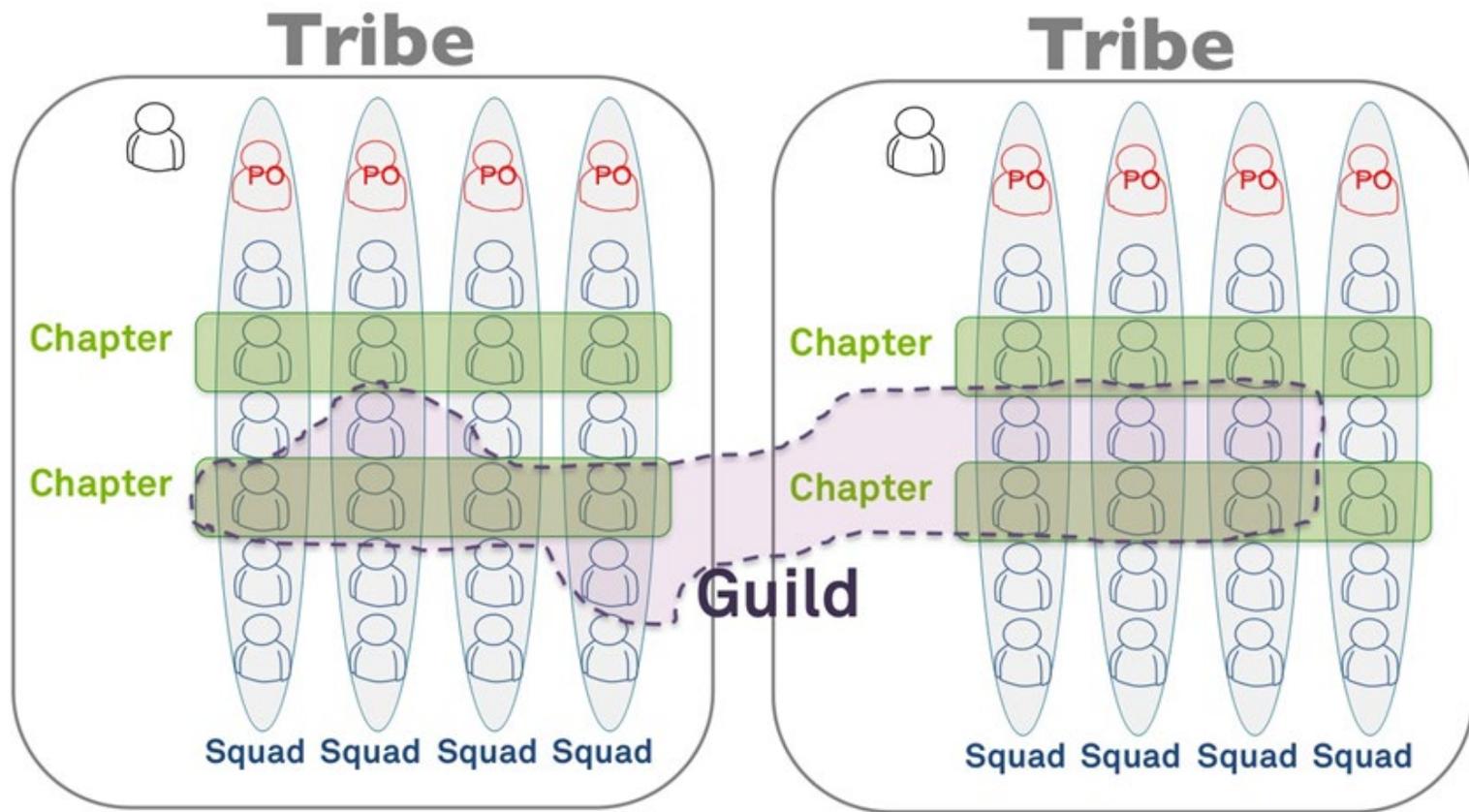


Sociocracy 3.0



















Take-away's

- IT architects are human. The other people in IT as well. They will behave as humans.
- Nobody wants to be isolated and alone
- Group cohesion can be organised (hey, that is what Agile does!)
- Dual belonging is a blessing and a curse: design it.
- IT architects may not be aware of this type of system dynamics – develop their knowledge, understanding and feeling for this*

* The one who started to call these skills soft ... well, he made a big mistake



Thank You!



Editorial Room

Our recipe to communicate about architecture with a purpose

Thierry & Benoît
September 24, 2021

XPLUS Breakfast Online



Who's who ?



Thierry
Parmentier



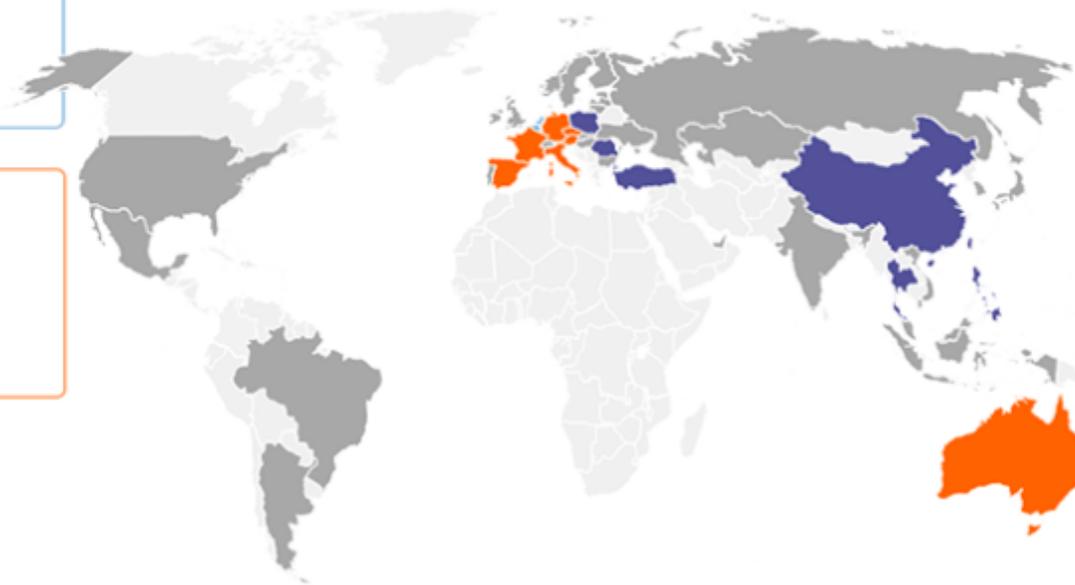
Benoît
Moreau

ING operates in

more than 40 countries

Market Leaders:
The Netherlands,
Belgium, Luxembourg

Challengers Markets:
Australia, Austria,
Czech Republic, France,
Germany, Italy, Spain



Growth Markets:
Poland, Romania, Turkey,
the Philippines, and our
stakes in Asia

Wholesale Banking:
international network and
global franchises

 38.9 million customers

 57,000 employees
end-March 2021

Testimonial from the Chief Architect



Our achievement

Channels and audiences

- **The BluePrint & The EA Newsletter: Michel**
 - *Monthly newsletter; 255 opt-in readers; 50% non-architects; 12 publications; since Q3 2020*
- **The Architecture Week: Anna & Kathy**
 - *Online conference; 30-45 min. talks over a week; Tech BeNeLux; 4000 invitees; new as from Q4 2021*
- **The Spark: Benoît**
 - *Quarterly online conference; 350 architects worldwide; since Q3 2020*
- **The Architecture TV: Thierry**
 - *Internal Microsoft Stream channel followed by architects and non-architects*
- **The ACOM: Stéphane & Wouter**
 - *Monthly online conference; 34 sessions; BeNeLux architects (76 invitees); also inviting international colleagues outside architecture; it's where it all started...*

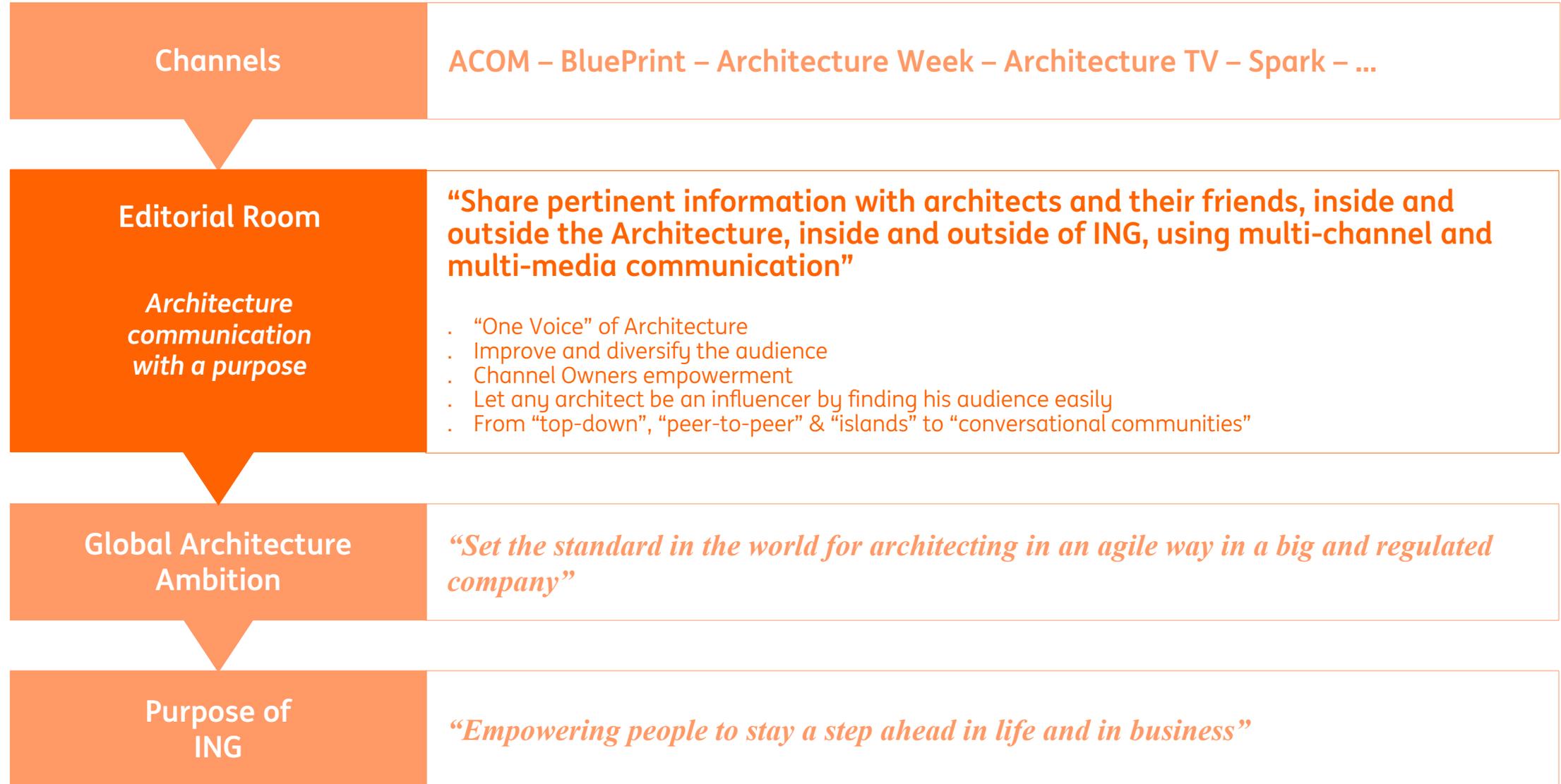
And behind the curtains...

- **The Editorial Room Weekly Info Sharing Calls** *(80 calls since 2019)*
- **The Editorial Room Workshops for Channel Owners** *(ad-hoc; experimental since 2020)*

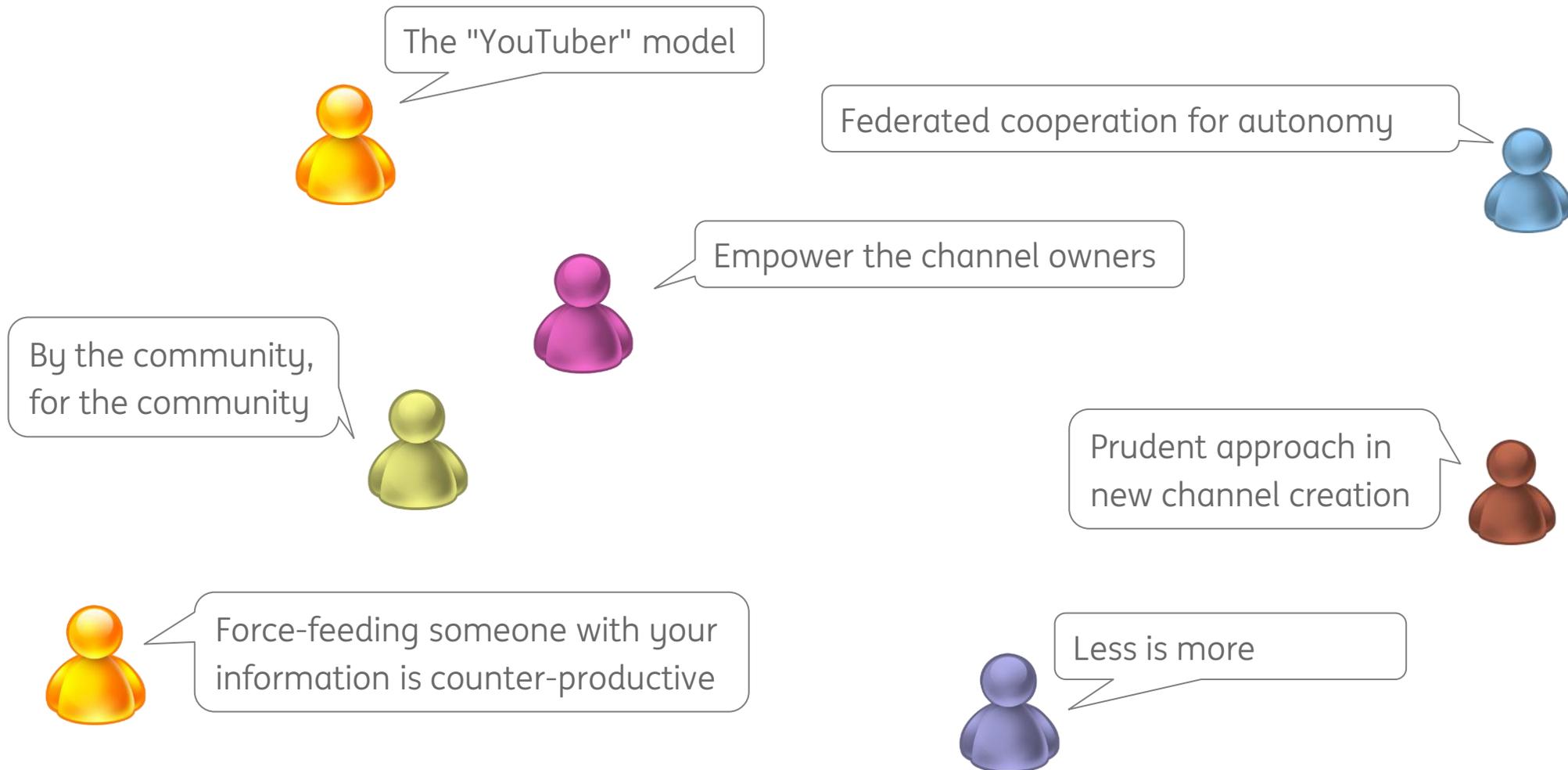
Testimonials from Editorial Room participants



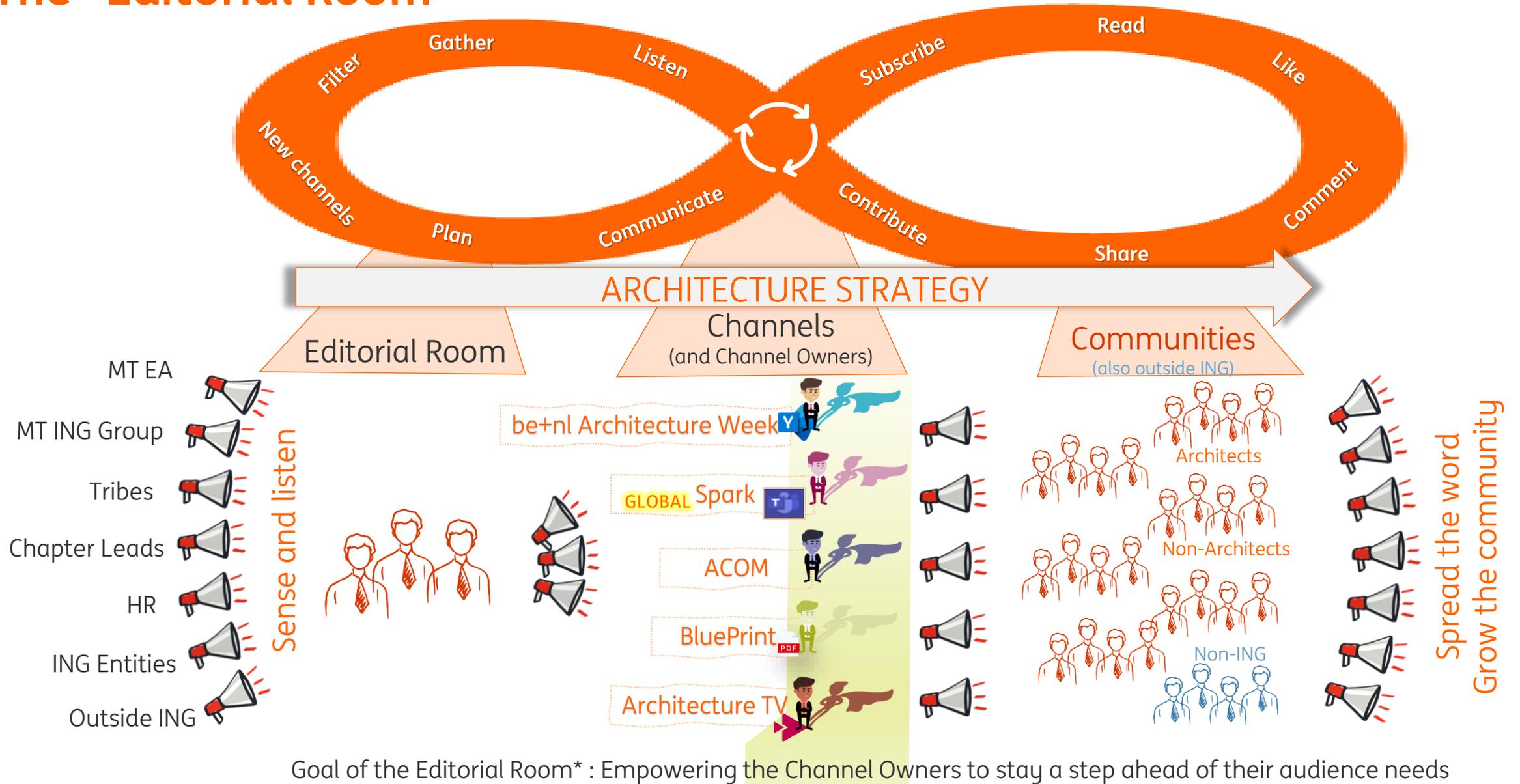
Structured communication enables our Purpose



Editorial Room principles



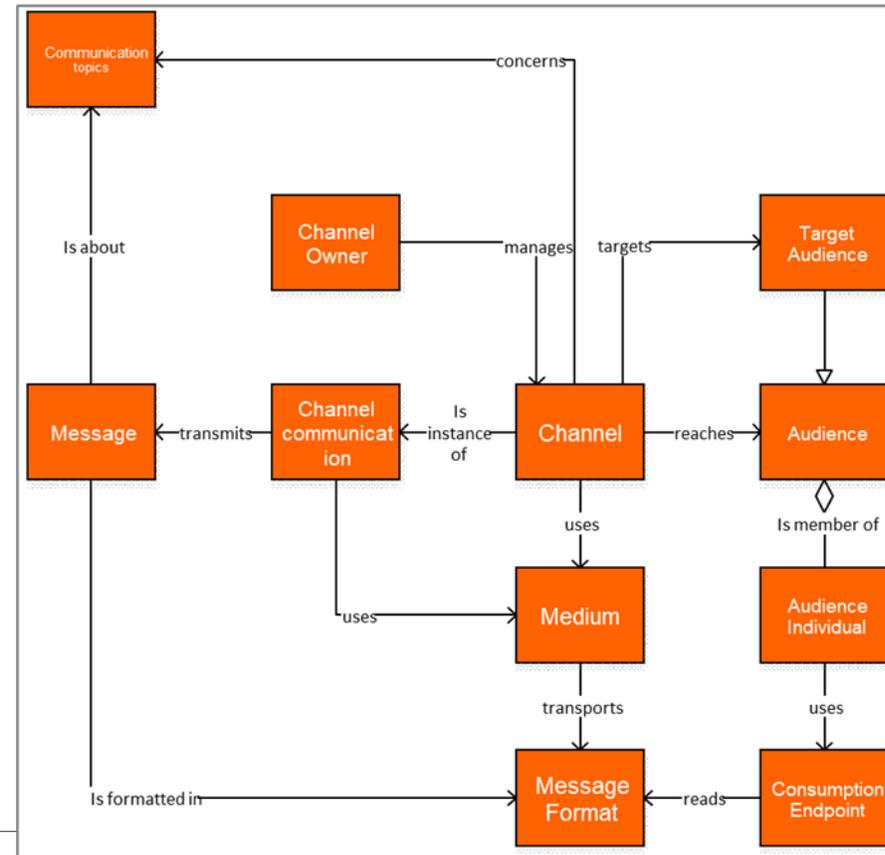
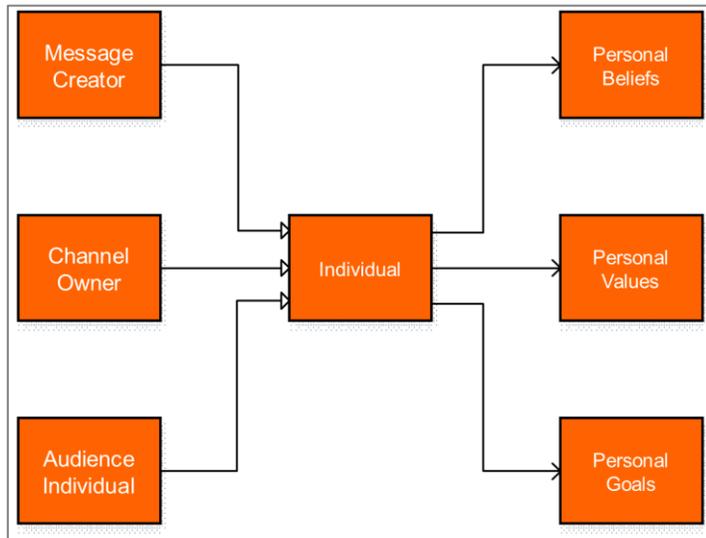
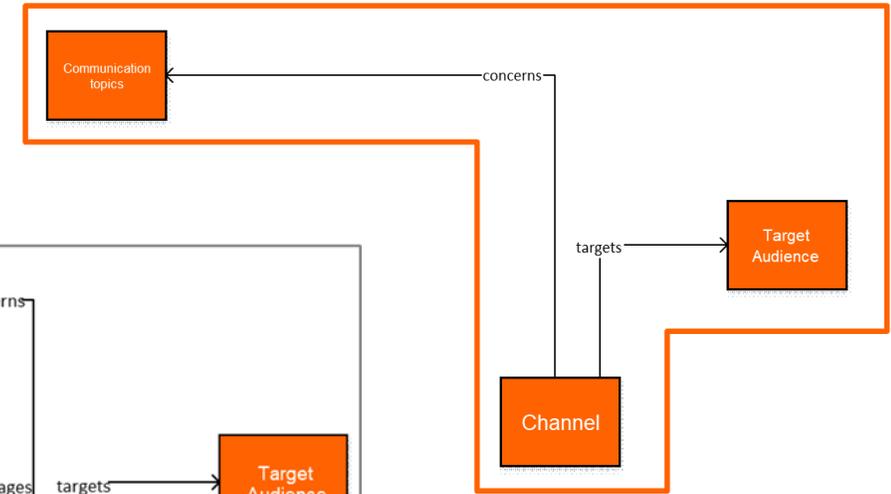
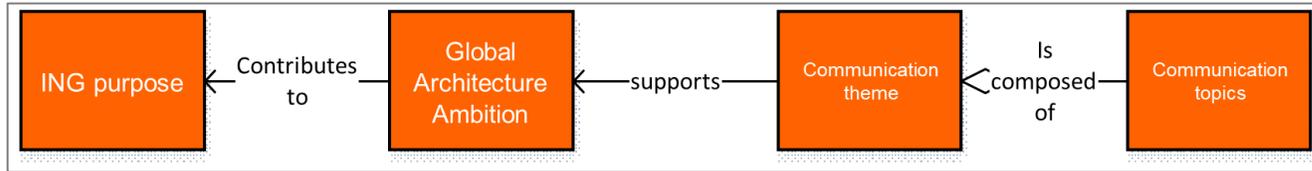
The "Editorial Room"



Benefits of following the Editorial Room vision

- We installed a system that builds a community who amplifies the architecture strategy
- The collaborative approach helps channels survive after the people who initiated it
- When you empower Channel Owners, they take actions to meet their audience needs
- If you share the vision, you don't need to control the plans
- We uncovered unsuspected leadership skills in the channel owners
- We created platforms that let content creators we didn't know existed meet an audience they didn't know how to reach

BONUS – We're architects, so we couldn't resist to model it :-)





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benoit.moreau@ing.com

Invite us

We're available to continue the conversation

 ing.com

 [@ING_News](https://twitter.com/ING_News)

 [LinkedIn.com/company/ING](https://www.linkedin.com/company/ING)

 [SlideShare.net/ING](https://www.slideshare.net/ING)

 [Medium.com/ing-blog](https://medium.com/ing-blog)

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