

**International Workshop  
Belgrade, March 29<sup>th</sup> – 30<sup>th</sup> 2014**

**Socioanalytic Methods  
Social Photo-Matrix & Organizational Role Analysis  
'Myself as Leader and Follower'**



**Hosts**

**Rose Mersky, Marina Mojović & Burkard Sievers**

Organized by:



**Group Analytic Society-Belgrade  
Psycho-Social Section**



**Consulting-Art Belgrade  
and  
Psycho-Social-Art Belgrade**

## About the Workshop

**Saturday, 29<sup>th</sup> (9:00 to 19:00) & Sunday, 30<sup>th</sup> (9:00 to 14:00) March, 2014**

This workshop on socioanalytic methods comprises the introductions of two methods: Social Photo-Matrix (Saturday) and Organizational Role Analysis (Sunday).

### The Social Photo-Matrix

#### as a Method for Understanding Organizations in Depth

The Social Photo-Matrix is an experiential method for promoting the understanding of the unconscious in organizations through photographs taken by organizational role holders. By association, amplification, systemic thinking and reflection, the hidden meaning and deeper experience of what is often unnoticed can be perceived and put into thoughts.

This first part of the workshop will provide an introduction to this methodology. Since participants in this workshop will not be role holders in the same organization, the topic of exploration will be ***Myself as Leader and Follower***. Participants will be asked to take photographs that either directly or indirectly (e.g. metaphorically) relate to the organizations or fields in which they are working.

Based on the assumption that photographs related to the *experience of being a leader and follower* are not just 'subjective impressions', but representations of 'work-and-organizations-in-the-mind' and thus related to the social world at large, this part of the workshop provides opportunities for seeing and understanding your work and its organizational/institutional context in the light of new thinking and new thoughts.

Participants will be asked to take digital photos of their own choice that connect to the theme *Myself as Leader and Follower*. These photos will be the central 'medium' for the work during this event. The goal of the workshop is to provide new learnings for participants, through their individual and collective experience, that are directly relevant to their roles as coach, consultant, therapist, manager, and researcher. The experience of the Social Photo-Matrix may encourage participants to subsequently use this method as an action research, consultation, or management intervention.

All who are interested in using photographs as a medium for thinking about social systems in depth are invited. Please send your application for this workshop to Marina Mojovic ([dr.marinamojovic@gmail.com](mailto:dr.marinamojovic@gmail.com)) by March 15th at the latest. The number of participants is limited. Upon application to the workshop, further information will be provided to participants.

## Literature:

- Sievers, Burkard (2007): Pictures from below the Surface of the University: The Social Photo-Matrix as a method for understanding organizations in depth. In: Michael Reynolds & Russ Vince (eds.), Handbook of Experiential Learning and Management Education. Oxford: Oxford University Press, 241-257
- Sievers, Burkard (2008): „*Perhaps it is the role of pictures to get in contact with the uncanny*“. The Social Photo-Matrix as a Method to Promote the Understanding of the Unconscious in Organizations. Organisational and Social Dynamics 8, 2, 234–254
- Sievers, Burkard (2013): Thinking organizations through photographs: The Social Photo-Matrix as a method for understanding organizations in depth. In: Susan Long (ed.) Socioanalytic Methods: Discovering the hidden in organisations. London: Karnac, 129-151
- Sievers, Burkard (2014): “*It is difficult to think in the slammer*”: A Social Photo-Matrix in a Penal Institution. In: Marianna Fotaki (ed.) The Psychosocial in Organization Studies: Affect at Work. London: Palgrave (forthcoming)

(These papers will be available in electronic version on request after the workshop; please write to Burkard Sievers [sievers@wiwi.uni-wuppertal.de](mailto:sievers@wiwi.uni-wuppertal.de))

## Coaching in Depth: The Organizational Role Analysis Approach

From a systemic perspective, organizational roles are at the intersection between the individual with his/her biography on the one side and the organization with its tasks, structures, history, culture and norms on the other. Managing oneself effectively in an organizational role requires a deep understanding of this systemic inter relatedness.

Organizational Role Analysis, the methodology we will be using in this second part of the workshop, is guided by the assumption that organizational roles are influenced by a double reality: the actual organization of which the role is a part and the personal history of the individual role holder. Our working hypothesis is that individuals ‘design’ and enact their roles on the basis of experiences with relevant persons from previous relationships. At the same time, institutions and the specific roles they offer in their ‘drama at work’ mobilize in role holders transferences that enact various ‘childhood dramas’.

Organizational Role Analysis is a psychoanalytically-informed consulting methodology that helps the individual explore and disentangle the intricacies of his/her earlier experiences and distinguish between what – in the actual organization – may pass for reality, illusion, and fantasy.

**Literature:** Newton, John, Susan Long & Burkard Sievers (eds.) (2006): Coaching-in-Depth: The Organizational Role Analysis Approach. London: Karnac

## About the hosts



**Rose Mersky, M.S.**, has been an organizational development consultant and executive coach for over 20 years and has consulted to a variety of organizations in the profit and not for profit sectors. She is a specialist in coaching over the telephone. She has taken various roles in group relations conferences internationally and offers workshops on Organizational Role Analysis, Social Dream Drawing, Social Photo-Matrix and Social Dreaming. At present she is working on her doctoral dissertation on 'Social Dream Drawing'.

Rose has been a member of the International Society for the Psychoanalytic Study of Organizations (ISPSO) since 1988. She served as its first female president from 1997-1999. For 6 years, she was Director of ISPSO's Professional Development Program. Her presentations and publications focus on the psycho-social dynamic of consultation. In June, 2000 she was awarded the first annual prize for the best paper on applied psychoanalysis by the William Alanson White Institute in New York City. She lives and works in Germany. E-Mail: [rosemer@earthlink.net](mailto:rosemer@earthlink.net), website: [www.rrm-consulting.com](http://www.rrm-consulting.com).



**Marina Mojović MA, MD**, psychiatrist, psychoanalytic psychotherapist, group analyst, organizational consultant in Serbia. She is a full member of the Group Analytic Society International, of the International Association for Group Psychotherapy and Group Processes, of the European Society of Psychoanalytic Psychotherapy, the International Society for Psychoanalytic Studies of Organizations, and the Organization for Promoting Understanding of Society. In Group Analytic Society-Belgrade she is a training group analyst, supervisor and the founder of its Psycho-social Section, develops the Serbian Reflective Citizens Project, Social Dreaming and Social Unconscious Studies.



**Dr. Burkard Sievers** is Professor emeritus of Organizational Development in the Schumpeter School of Business and Economics at Bergische University Wuppertal in Germany, where he taught and continues to write on management and organization theory from a socioanalytic and action research perspective. He was awarded the 1995 International Award for Participation from the HBK-Spaarbank in Antwerp (Belgium) for his 1994 book *Work, Death, and Life Itself. Essays on Management and Organization*. Books he has edited and co-edited include: John Newton, Susan Long & Burkard Sievers (2006): *Coaching-in-Depth: The Organizational Role Analysis Approach*; Susan Long & Burkard Sievers (2013): *Towards a Socioanalysis of Money, Finance and Capitalism. Beneath the*

*Surface of the Financial Industry* and *'Psychoanalytic Studies of Organizations: Contributions from the International Society for the Psychoanalytic Study of Organizations (ISPSO) 1983-2008*. He is co-editor of the journal *Freie Assoziation*.

Burkard has been a member of SCOS (The Standing Conference on Organizational Symbolism) for many years and served as a board member. He was President of the International Society for the Psychoanalytic Study of Organizations (ISPSO) for the period of 2005-2007. He has worked as an organizational consultant for three decades and has taken various roles in group relations conferences in Germany and abroad. He leads workshops on Social Dreaming, Organizational Role Analysis and the Social Photo-Matrix. E-Mail: [sievers@wiwi.uni-wuppertal.de](mailto:sievers@wiwi.uni-wuppertal.de).

## **Programme for Saturday, March 29<sup>th</sup>**

### **Social Photo-Matrix (SPM)**

09:00-09:50	Opening Plenary: Introduction to the Social Photo-Matrix
09:50-10:10	Coffee break
10:10-11:10	SPM I (all participants)
11:10-11:25	Short break
11:25-12:25	Reflection Dialogue I (small groups á max. 10 people)
12:25-13:30	Lunch break
13:30-14:30	SPM II
14:30-14:45	Short break
14:45-15:45	Reflection Dialogue II
15:45-16:15	Coffee break
16:15-17:15	SPM III
17:15-17:30	Short break
17:30-18:15	Lecturette & discussion
18:15-19:00	Reflections, questions and answers
19:00	End of the working day

## Programme for Sunday, March 30<sup>th</sup>

### Organizational Role Analysis (ORA)

09:00-09:45	Opening Plenary: Afterthoughts & Introduction to Organizational Role Analysis; Design for the morning
09:45-10:30	Drawing a picture of your role
10:30-10:45	Short break
10:45-11:45	ORA (in groups of up to 10 people)
11:45-12:00	Voices from the outer circle
12:00-12:15	Short break
12:15-12:45	Sharing your pictures (in trios)
12:45-13:15	Break
13:15-14:00	Reflections, questions and answers
14:00	End of the workshop

#### Registration Fees in euro:

	Before February 10 <sup>th</sup>		Before March 10 <sup>th</sup>		After March 10 <sup>th</sup>	
Trainees GAS-Belgrade, students	SPM 80	SPM+ORA 110	SPM 110	SPM+ORA 150	SPM 120	SPM+ORA 190
	ORA 50		ORA 70		ORA 90	
members of: GAS-Belgrade Psycho-Social-Art	SPM 90	SPM+ORA 130	SPM 120	SPM+ORA 170	SPM 130	SPM+ORA 200
	ORA 60		ORA 70		ORA 90	
Members of: GAS-international, IAGP. ISPSO, OPUS	SPM 110 ORA 80	SPM+ORA 170	SPM 130 ORA 90	SPM+ORA 190	SPM 140 ORA 100	SPM+ORA 220
Others	SPM 130	SPM+ORA 190	SPM 150	SPM+ORA 220	SPM 160	SPM+ORA 250
	ORA 90		ORA 100		ORA 110	

**All questions** regarding registration, fees & payment and accommodation should be directed to office [psychosocialart@gmail.com](mailto:psychosocialart@gmail.com) or to Marina Mojović [dr.marinamojovic@gmail.com](mailto:dr.marinamojovic@gmail.com) mob. +381 (0) 63 77 87 642

**Venue:** Consulting-Art doo. Belgrade, Banovo Brdo, 115 Petra Lekovića Street

Venue photos: <http://www.flickr.com/photos/belgrade-conference-june-2013/sets/72157633097384770/show/>

