

Session 4 - The importance of generating synergies in our social context. Tools to design bridging strategies

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Agenda

- 1. What about bridging strategies?
- 2. How do we design efficient bridging strategies?

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- 2. How do we design efficient bridging strategies?

OUR COMMON VISION

Bonding strategy

Values and principles

Shared vision

Organisational
performance

Dimensions inclusion

Emotional dimension
and conflicts

The triangle: three pillars of a group

The most complex part

People

*There is always process,
even if sometimes it is
unconscious or chaotic*



*The most visible part
of the group*

Objectives

Processes

*The way in which the group
work is carried out to achieve
the objectives*

The square: the 4 important spaces in the group

The mind is prioritized.
In our culture, this is the only space that has achieved the necessary recognition that allows it to be present in all groups

Decision-making

Tools: Meetings, assemblies

Emotional management

Tools: Forums

Creative inquiry

Tools: Social technologies

Cohesion

Tools: Celebration, connection

The heart is prioritized
Uncovering the driving forces acting in the group

We share from group wholeness
Recognition of collective success

We welcome collective knowledge

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Bridging strategy

Networking with
“supporters”

Alliances with
“differents”

Engaging actors who have not yet
participated in the discussion

Isolating opponents

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HOW?

Bridging strategy

Networking with “supporters”

Alliances with “differents”

Engaging actors who have not yet participated in the discussion

Isolating opponents

Agenda

➤ 1. What about bridging strategies?

➤ **2. How do we design efficient bridging strategies?**



BUILDING A SOCIAL MAP COLLECTIVELY



BUILDING A SOCIAL MAP COLLECTIVELY

Step 1

**GROUP'S MAIN AIM -
OBJECTIVE**



BUILDING A SOCIAL MAP **COLLECTIVELY**

Step 1

**GROUP'S
MAIN AIM -
OBJECTIVE**

BUILDING A SOCIAL MAP COLLECTIVELY

Step 2

Supporters

Different

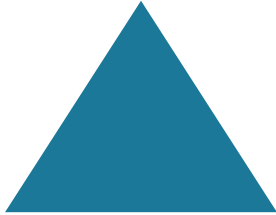
Out of the
discussion

Opponents

GROUP'S
MAIN AIM -
OBJECTIVE

BUILDING A SOCIAL MAP COLLECTIVELY

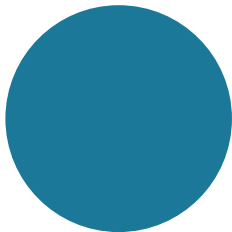
Step 2



INSTITUTIONS



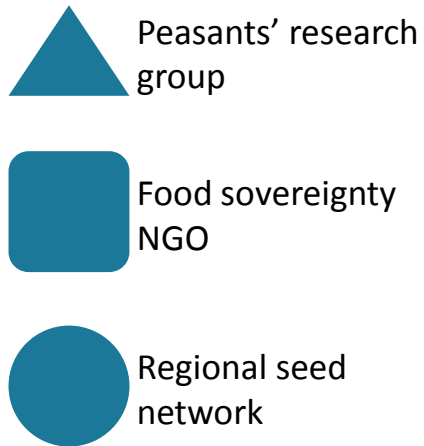
FORMAL ORGANIZATIONS



NON-FORMAL ORGANIZATIONS

BUILDING A SOCIAL MAP COLLECTIVELY

Step 2



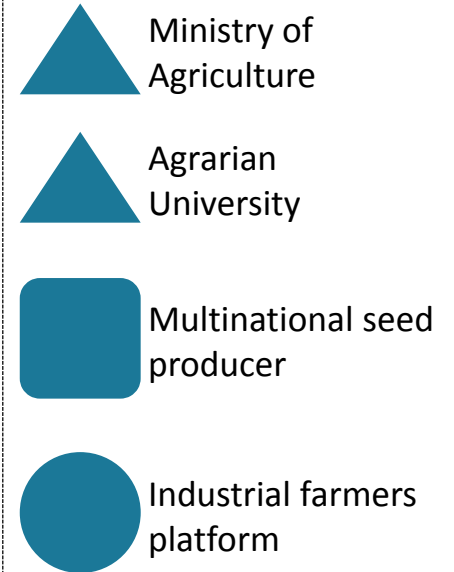
Supporters



Different



Out of the discussion

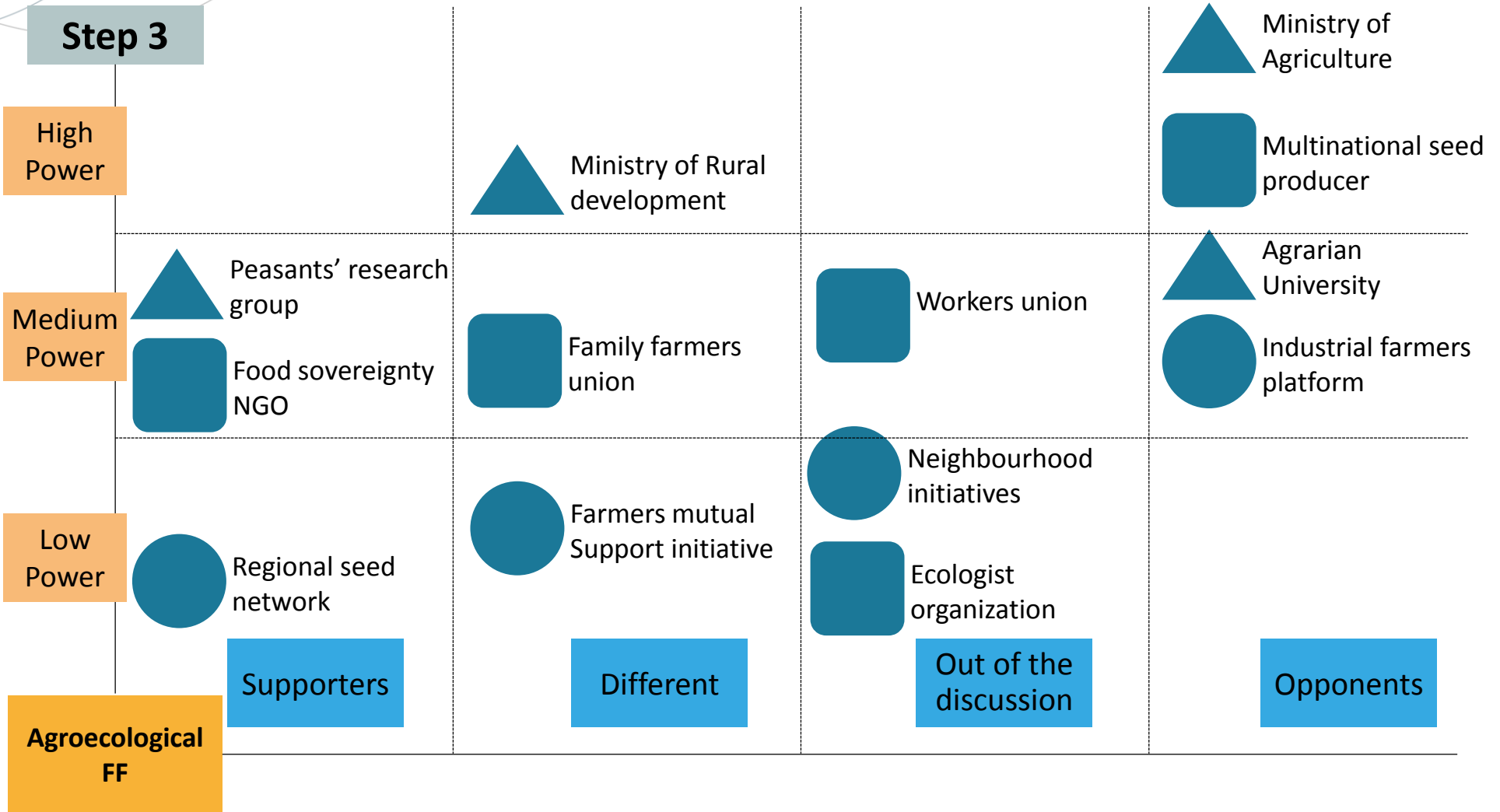


Opponents

Agroecological
FF

BUILDING A SOCIAL MAP COLLECTIVELY

Step 3



BUILDING A SOCIAL MAP COLLECTIVELY

Step 4

Relations



GOOD RELATIONSHIP



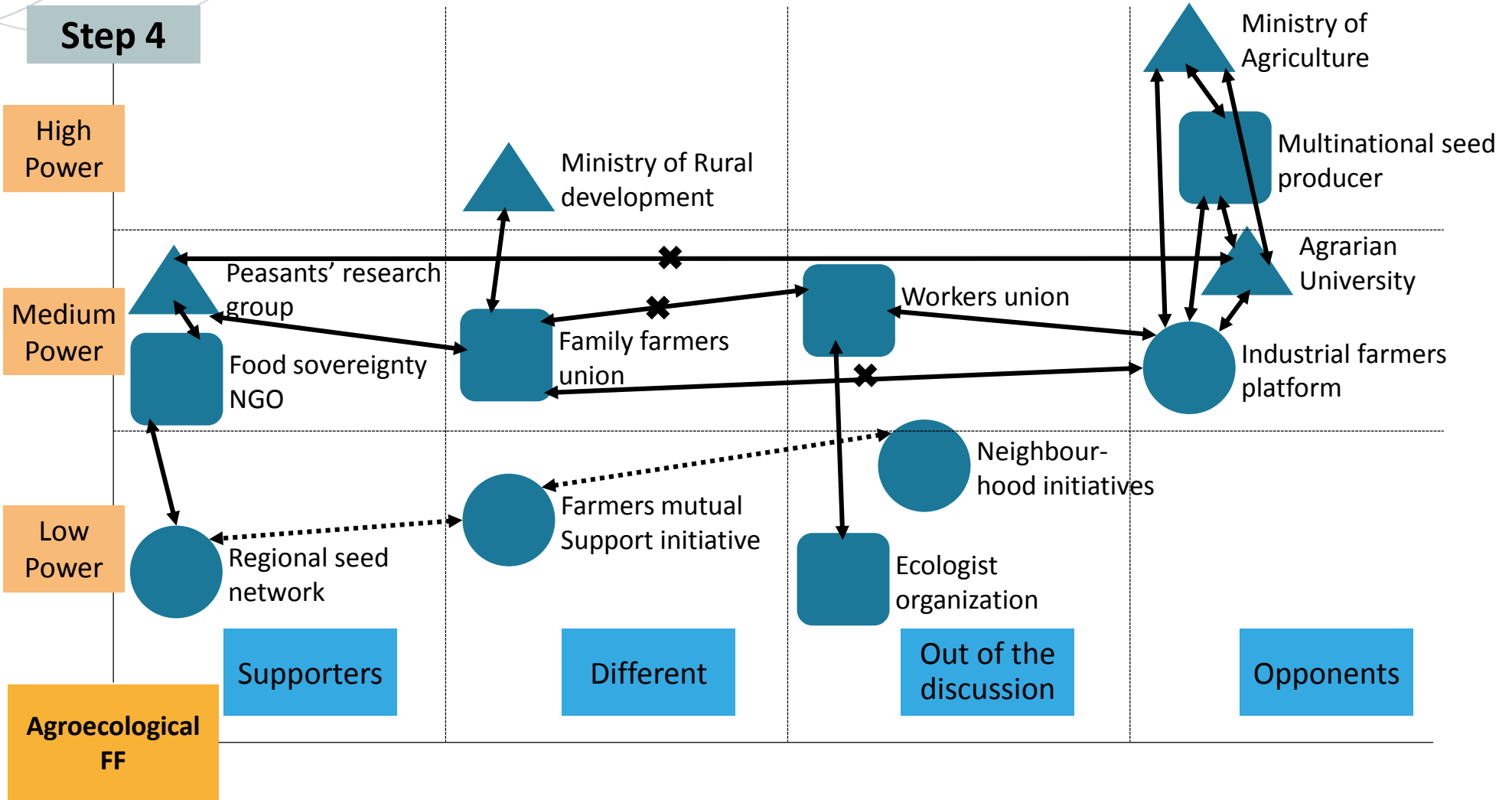
CONFLICTIVE RELATIONSHIP



WEAK RELATIONSHIP

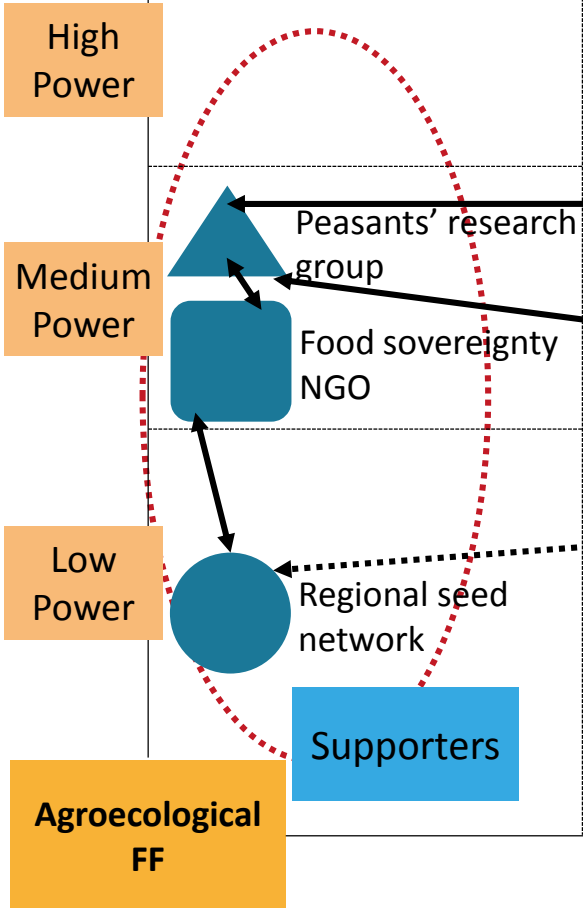
BUILDING A SOCIAL MAP COLLECTIVELY

Step 4



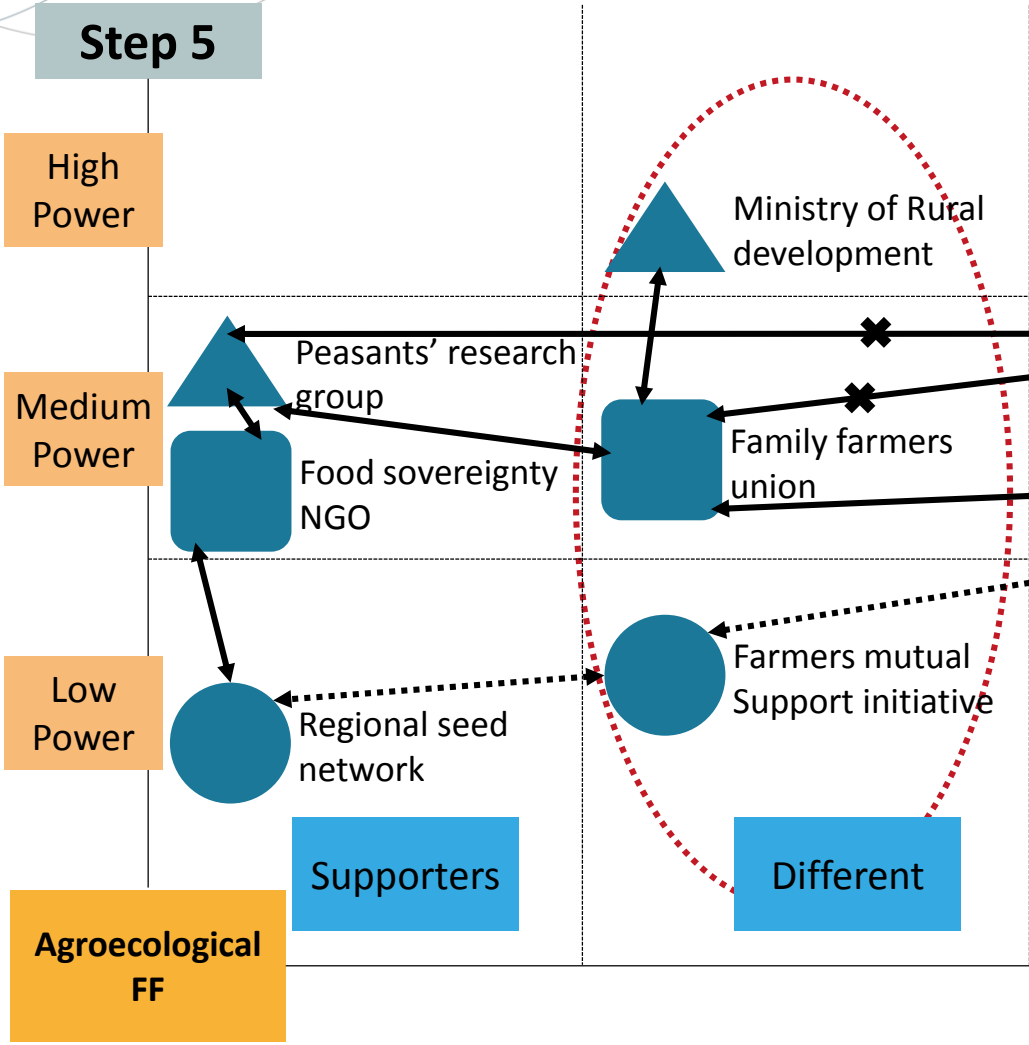
BUILDING A SOCIAL MAP COLLECTIVELY

Step 5



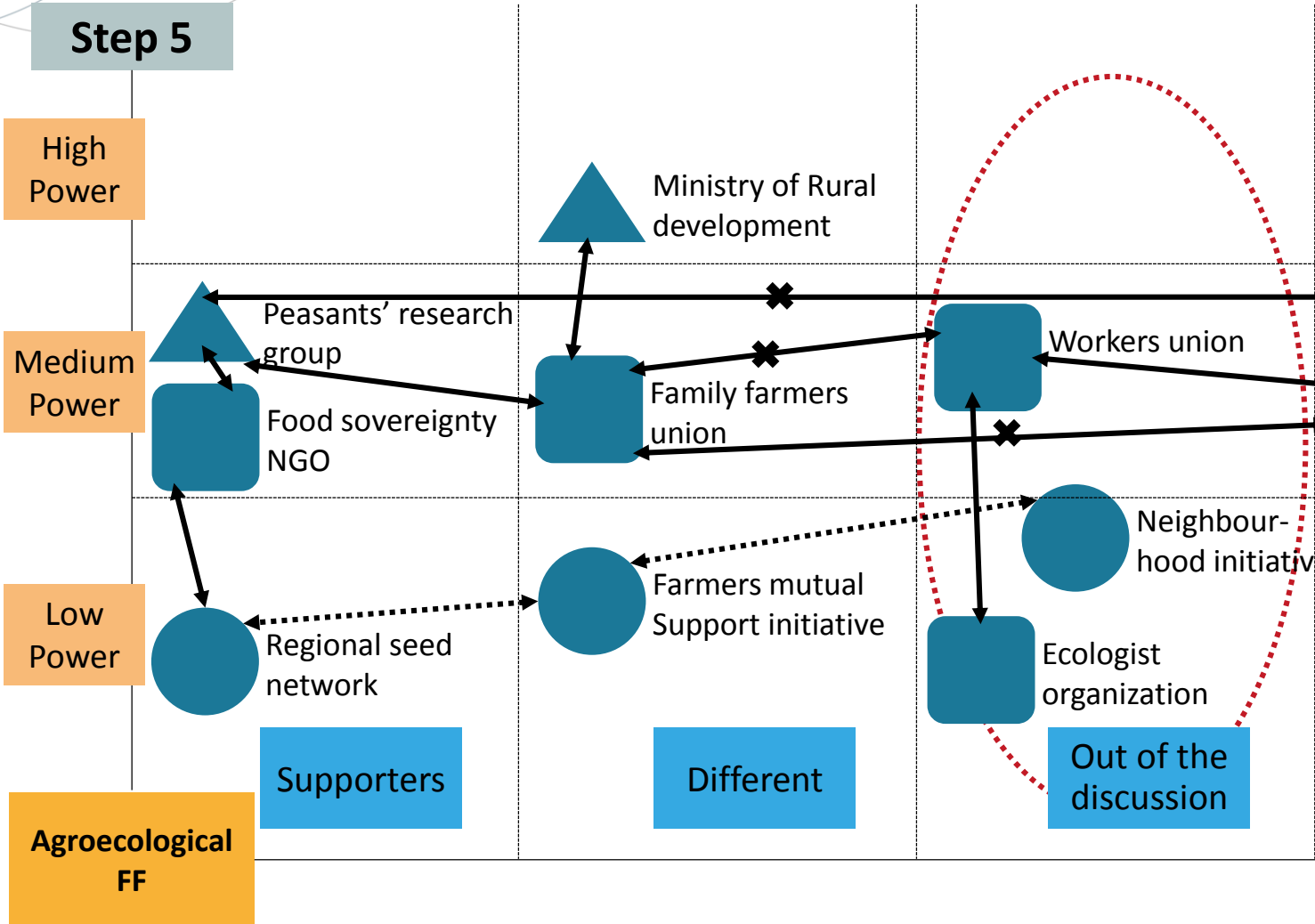
BUILDING A SOCIAL MAP COLLECTIVELY

Step 5



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Step 5



BUILDING A SOCIAL MAP COLLECTIVELY

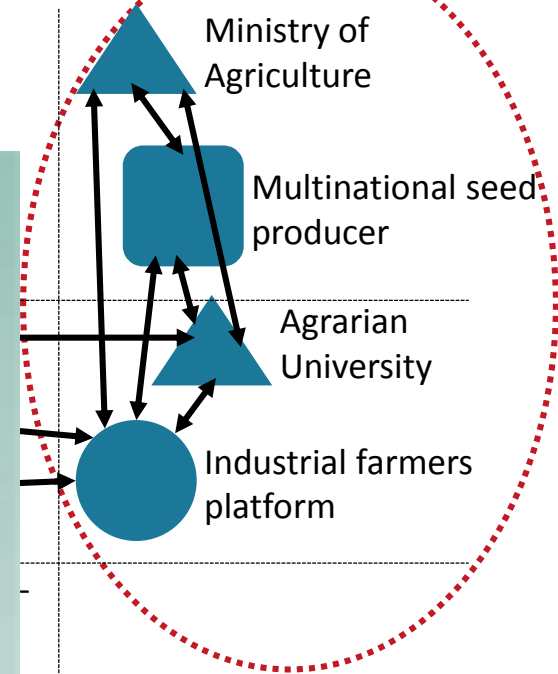
Step 5

High Power

Medium Power

Low Power

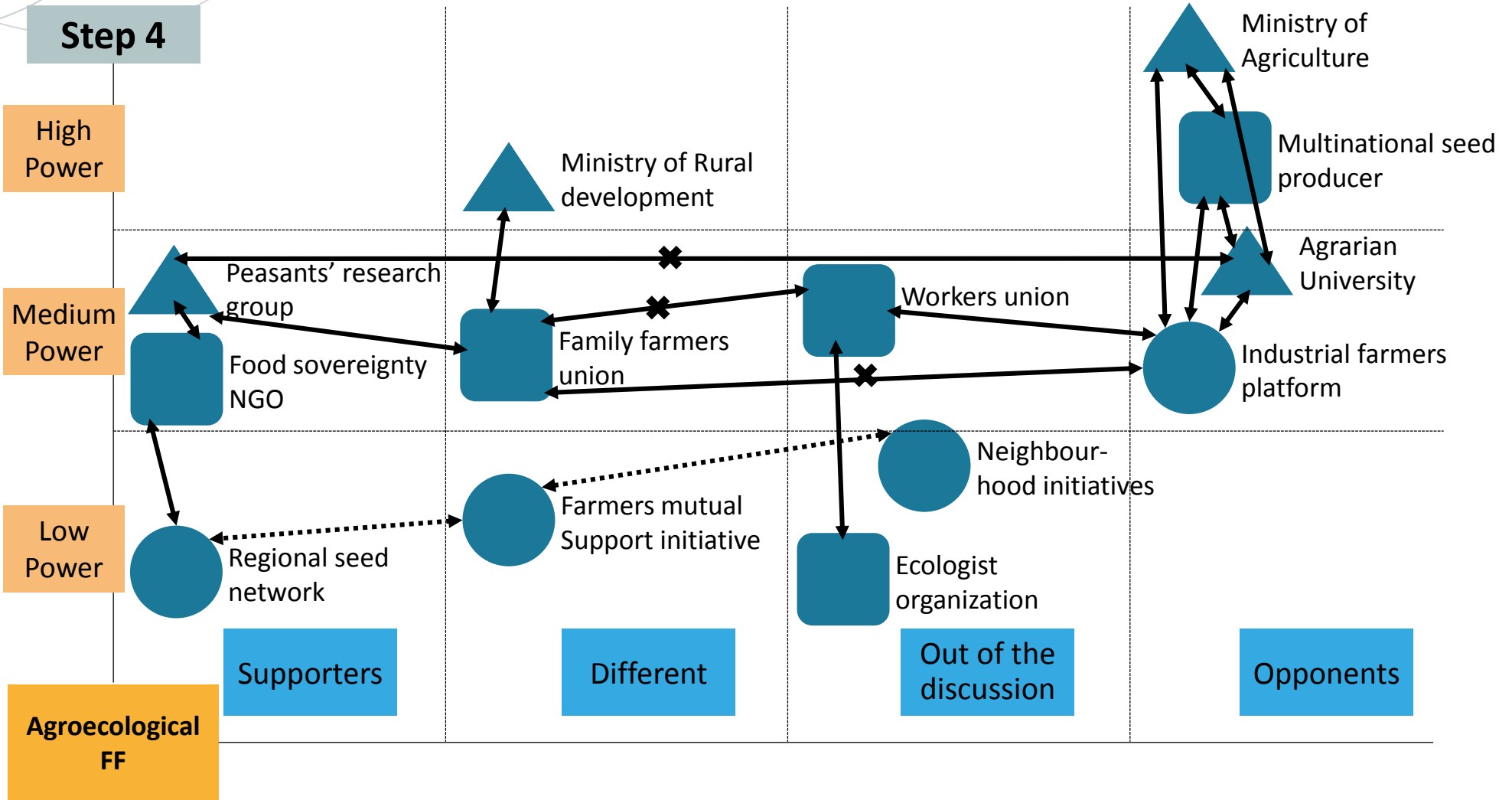
Agroecological FF



Opponents

BUILDING A SOCIAL MAP COLLECTIVELY

Step 4



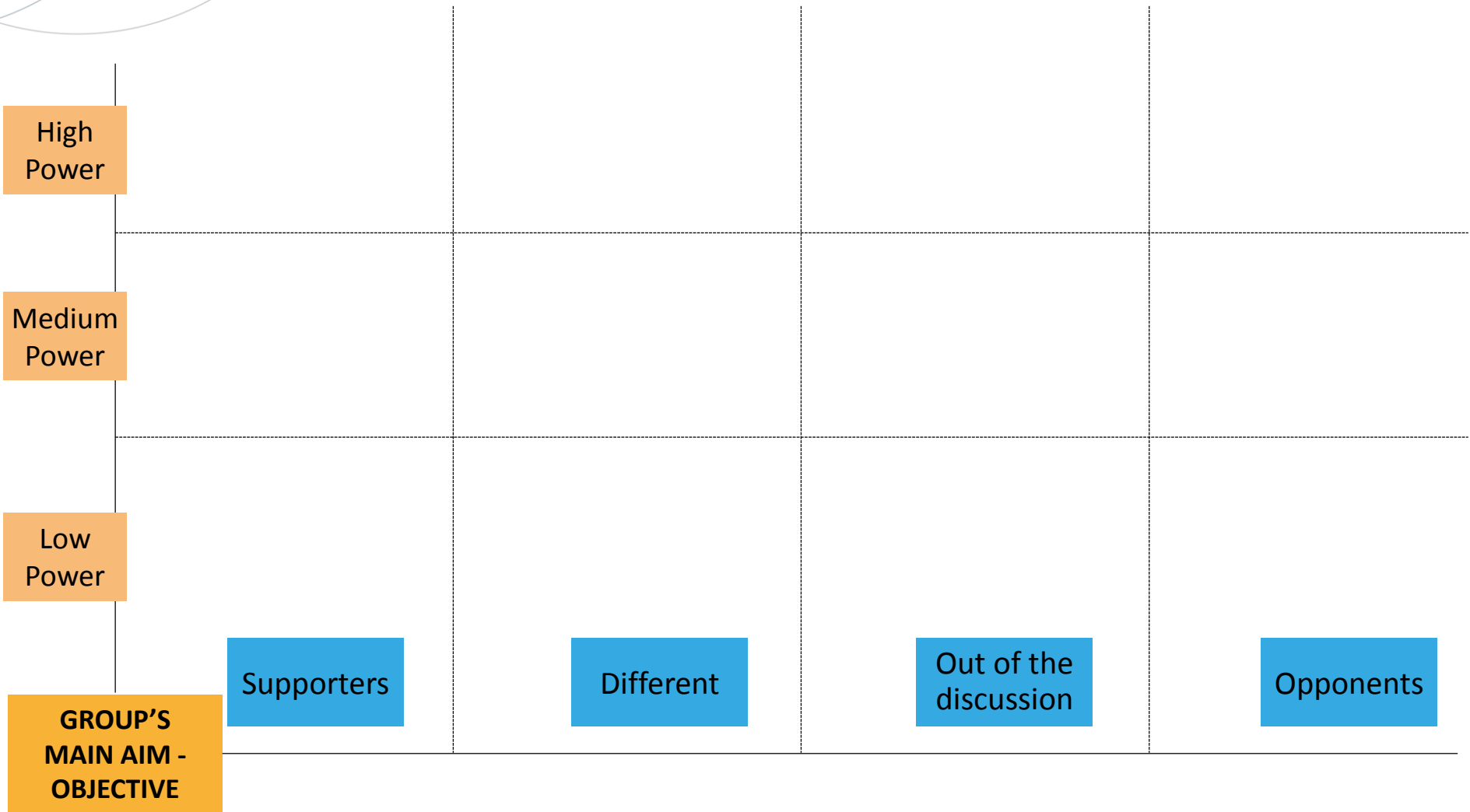
Exercise

Reflections to bring to the next on line session



- **First:** Identify one bridging strategy/activity you have developed in the last year, and another one developed since the COVID19 crisis started, in the framework of your organization. Please, characterize them detailing the bridging strategy/activity, what it was developed for, who with, and how you developed each one of them.
- **Second:** Try to identify at least 2 organizations that you would place in each of the quadrants of the social map of your organization. Before thinking about the organizations and their location, please identify clearly the aim or the main goal of your organization, in order to facilitate the location of the other organizations.

BUILDING A SOCIAL MAP COLLECTIVELY



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Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe



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Questions?

Thank You for Your Attention!