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Action Research in Cradle to cradle Theory into Practice

Kennis van Leren

KPC Groep

Definition and Way of Working

Action research in C2C project is 'learning by doing' –

A consultant/expert on C2C together with a group of people organize the research per organisation

The consultant is involved not as a neutral observer but

as an active participant in the research process

Step by step:

1   Identify the project: why and how to use the blueprint model in your situation

2   Which departments are involved in the research

3   How can we successful organize these efforts in a co-partnership
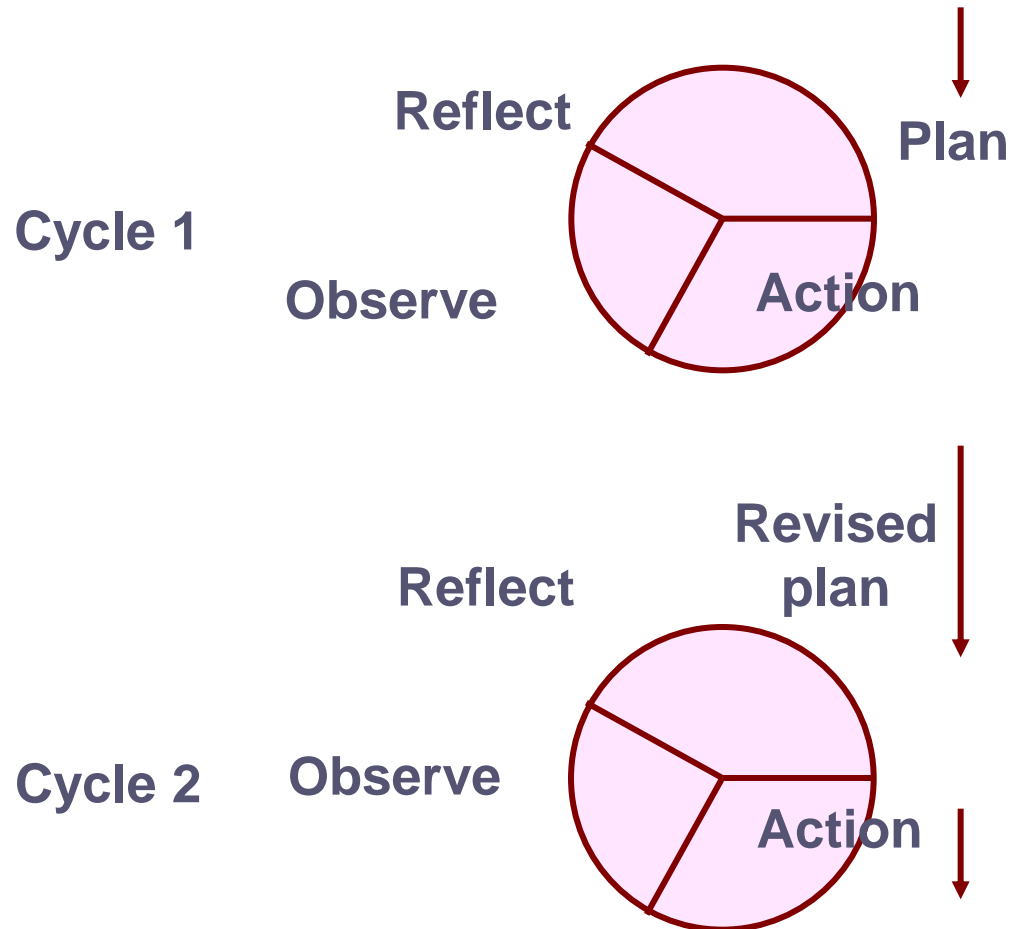
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4. Co-partnership means shared responsibilities and clear roles. Sharing expectations and outcomes of the research. Participating in this projects means mutual benefits

5. Organize an internal project team with a variety of competences and responsibilities

6. Plan the research

7. Organize the internal; communication on the process and products of the research

8. Consultant makes the report and gets approval to publish the results

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Action research

Action research in C2C aims to contribute both to the practical concerns of people in an immediate problematic situation and to further the goals of social science simultaneously.
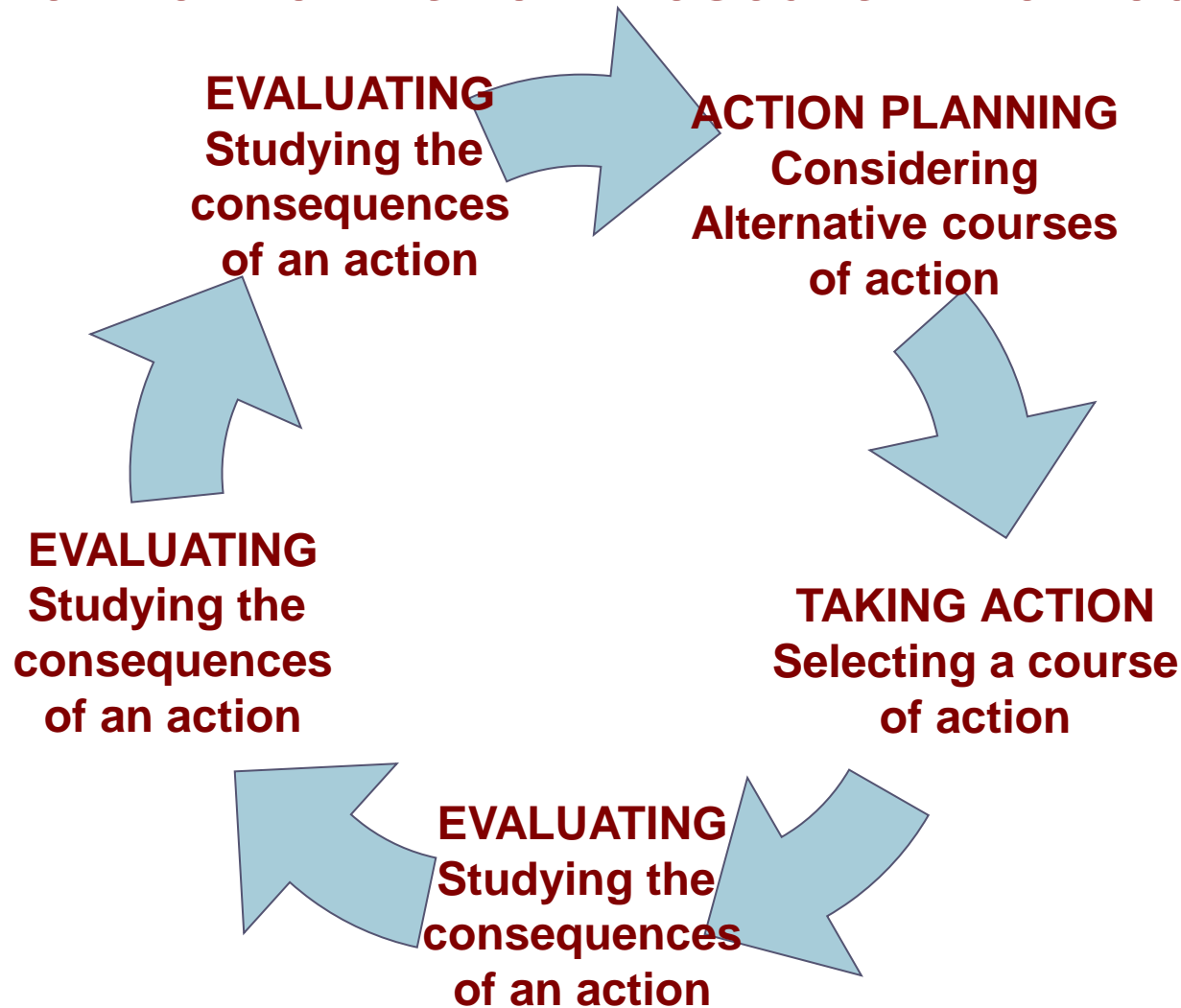
A dual commitment in action research to study a system and concurrently to collaborate with members of the system in changing it in what is together regarded as a desirable direction. Accomplishing this twin goal requires the active collaboration of researcher and client, and thus it stresses the importance of co Learning.

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The Action Research Process

Cycle 1 — Reflect, Plan, Action, Observe

Cycle 2 — Revised plan, Reflect, Action, Observe

Simple Action Research Model, from MacIsaac, 1995

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Overview of Action Research Methodology

EVALUATING
Studying the
consequences
of an action

ACTION PLANNING
Considering
Alternative courses
of action

EVALUATING
Studying the
consequences
of an action

TAKING ACTION
Selecting a course
of action

EVALUATING
Studying the
consequences
of an action

Detailed Action Research model adapted from Susman 1983

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C2C and Action Research

Step 1: Reflexive critique
An account of the situation of the organization concerning talent development. By means of notes, transcripts or official documents,

This will make implicit claims to be authoritative, i.e., it implies that it is factual and true what happens in the talent development of the organization.

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C2C and Action Research

Step 2: Dialectical critique as a fundamental approach in a co-partnership
The factual reality of the talent development is Consensually validated, which is to say it is shared through language.

Phenomena are conceptualized in dialogue, therefore a dialectical critique is required to understand the set of relationships both between the phenomenon and its context, and between the elements constituting the phenomenon.

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Step 3: Collaborative Resource
Participants in this project are
co-researchers. The principle of collaborative resource presupposes that each persons ideas are equally significant as potential resources for creating interpretive categories of analysis, negotiated among the participants.

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C2C and Action Research

Step 4: Risk analysis
One of the more prominent fears comes from the risk for ego stemming from open discussion of one's interpretations, ideas and judgments.

Initiators of action research will use this principle to ally others fears and invite participation by pointing out that they, too, will be subject to the same
process, and that whatever the outcome, learning will take place.

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C2C and Action Research

Step 5: Plural structure

The nature of the research embodies a multiplicity of views, commentaries and critiques, leading to multiple possible actions and inter pertations.

This plural structure of inquiry requires a plural text for reporting.

A report, therefore, acts as a support for ongoing discussion among collaborators, rather than a final conclusion of fact. This report is the basis for the best practice findings

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C2C and Action Research in

Step 6: Theory, Practice, Transformation

For action researchers in C2C projects, theory informs

Practice and practice refines theory.

The two are inter wined aspects of a single change

process.

It is up to the researchers to make explicit the

theoretical justifications for the actions, and to question

the bases of those justifications.

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