

Welcome @ Myna and MYNA.SWARM

Discover an interesting approach and tool to create fluid structures for solid growth, with a real life example of a chaotic pioneering company that reorganized itself into a vivid swarm-structure.

At Myna we demonstrate that human beings, like birds and insects, can hugely benefit from swarming as an organising principle. Swarming is the natural way of making work in complex organisations more fulfilling, more productive and more efficient.

Our promise is that our MYNA solution makes work transparent and manageable, so that employees can swarm autonomously to the place where it is needed most. The results are happy and engaged employees and efficient and innovative organisations.

Our philosophy is summarized in this short video: <https://myna.work/wp-content/uploads/main-video-compressed.m4v>

Our approach is to support your organisation – may it be a start up or scale up - in a number of steps to adopt a different way of working. Everything we offer is based on co-creation with our clients. We start by solving "urgent" issues, to create room for "important" issues. Together we map out the processes that enable delivery of your products and / or services. We do love a practical approach, however we are deeply grounded in state of the art knowledge about swarm theory, self organisation and progressive future proof organisations.

Our state of the art application MYNA.SWARM enables this way of working and transparency. What issues in your company keep you awake at night. Whether it is about client satisfaction, mistakes being made, quality being insufficient. We enter the most "painful" process is first into our MYNA.SWARM application. Knowing what activities need to be done is important, and now we need to link talents of all employees involved in this process to all activities, so that everyone does the work he / she:

- can do (skills and competences)
- wants to do (passion and energy)
- may do (is appropriate within the context of the organization)

Parallel to the implementation of the MYNA.SWARM, all involved are trained. When our Myna coaches have left, your organization will be able to design, adjust and manage the software application independently. Your employees are familiar with the new working method, and you can focus on your core responsibilities.

Are you fit to swarm?

Try our fit-to-swarm quick scan on our website: www.myna.work (Dutch language only) Not every organization is suitable for the MYNA approach. Together we investigate whether your organization is ready for the MYNA way of work. Moreover, it is not a "quick fix", but a continuous process of learning and innovation. Do not expect us to do the work for you. It will be hard work. But you will always find us by your side as an experienced and loyal guide.

Who are we?

- We are entrepreneurs, not merely consultants. A decade ago we started transforming our own static L&D company into a dynamic workplace. We struggled, we failed, we learned, we survived and we became very good at it. We tripled our efficiency and created a workplace where people love their company and the work they do. With MYNA we pass on our experience to other organisations.
- "Unlocking human potential" is our passion. We live and work by our own principles.
- Our primary focus is working with start ups and scale ups.



Structure, culture and tools

We take a holistic approach. We have learned that 'organising for the future' requires interventions on three main levels: structure, culture *and* tools.

Together with our client we will identify the best entry point. For some companies this means we will first help to strengthen a culture of feedback and trust. With other companies we may dive into the structure to identify inefficiencies. But regardless of the starting point we will always facilitate the client to manage its own transition. And make ourselves redundant a.s.a.p.

Business case

Tosti Creative are a young and inspiring company, creating extraordinary campaigns for their clients. When they turned to Myna, their fast growing team existed of some 15 people. Their success brought them publicity, prices and even more clients, but also caused some severe headaches. Their question: "help us to control our growth, without losing our spirit!"

Their spirit was playful, entrepreneurial and informal. We decided that they were ready for some 'fluid structures'.

First we organised a 'simulation game' where all employees experienced what 'swarming' means in terms of autonomy, roles and responsibilities. We got their 'buy in' and a transition team was formed.

In a sequence of workshops they discovered that ...

- they all had different views on what they were actually offering their clients
- they all had different ways of working, using different tools and templates
- a lot of work could much better be organised as processes instead of projects;
- many 'hidden talents' were not being used;

At the same time they started to reorganise some of the work according to the 'swarming principles'. They learned how to break down processes into activities, and how to match talents and capabilities of all employees with 'swarms' and activities. The MYNA.SWARM software was introduced, and an internal 'super user' was trained to arrange the desired processes, activities, swarms and templates.

More and more processes were entered into the software. Gradually all employees started thinking and talking in terms of roles instead of functions. Efficiency and control emerged.

And they lived happily ever after you wish!

Swarming is not a quick fix. It's a continuous process of adaption and innovation. But the Tosti team has profited from the new approach right from the start. And not a single person wants to return to the 'old ways of working'. They are happy, and we are proud.

If you want to check what Myna can do for you, feel free to contact the Myna-team:

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