

# **Organising the magpie's nest: netnographic views of a Teal organisation (re)producing fads, fashions, and fantasies.**

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## **Abstract**

Teal organisations advocate three organising practices—self management, wholeness, and evolutionary purpose (Laloux, 2014). This paper questions the exclusivity of these practices by drawing on research undertaken in a prototype Teal organisation.

#AlteritOrg (a pseudonym) is an online community practice of organisational practitioners and theorists with a passion for Teal organising. This paper presents analysis of their discourses and practices as they explore what it means to them to be Teal and how they organise themselves and others accordingly. Data is drawn from a recent netnographic study (2016-2019) which includes 18 months of fieldwork. The data collection methods comprise semi-structured interviews, participant observation, and archival data analysis; fieldwork was also accompanied by reflexive diary studies.

The concept of the magpie's nest offers a compelling analogy to explore discourses and practices of alternative organising. Magpies are commonly (and erroneously) identified as kleptomaniacs—unconditionally attracted to shiny objects which they often appropriate for their own purposes. A similar mythological misnomer might be assigned to Teal organisations (and other alternative approaches that sit on the periphery of critical attention) as they gather discourses and practices from different approaches and incorporate them within their own frameworks. The paper explores whether this is an approach to organising that might to be understood in terms of its (re)production of fads, fashions, and fantasies.