

## **Organizationality and alterity: critical reflections on “Teal organizing” in an online community of practice.**

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### **Abstract**

This paper develops an understanding of organization outside formal organizations by exploring the interplay between identity and alterity. Based on a netnography of an online community of practice (#AlteritOrg – a pseudonym), I reveal four qualitative markers that we might extrapolate to theorize organization outside formal organizations. The contribution of this paper is twofold. First, I add to the literature on alternative organizations by drawing attention to Teal organizing (Laloux, 2014), which is representative of practitioner-led approaches that sit on the periphery of critical attention. I demonstrate how Teal organizing demands we reconsider a number of assumptions about our habitual theorizing of formal organizations. Second, I extend the growing literature on organizationality (Dobusch & Schoeneborn, 2015) by incorporating my findings pertaining to (i) emergent organizational structures, (ii) activity allocated according to roles, (iii) decisions made at a local level, and (iv) a culture of experimentation. In sum, the paper adds to extant research on organization outside formal organizations by drawing attention to the interplay of identity and alterity in such settings.

### **Key words**

organizationality, alterity, online, community of practice, Teal organizing,