



社聯「家庭為本社會工作實務」 研討會

Christian Family Service Centre

家庭為本 的 社會服務管理



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25 Sept 2008



Drawing Management Boundaries

- **Positioning**
- **Differentiation**
- **Fragmentation**
- **Integration & Coordination**
- **Re-positioning**



Positioning

- Management Requires Defining Boundaries & Positions :
 - boundary determines whom to serve and what to provide
 - boundary rejects & excludes certain peoples/ problems
 - your clients will not go to you if you are not positioned to serve them, the benefit of positioning



Differentiation

- New service needs induce new services
- Specialization, Innovation, Competition, Size of the Problem, all drive differentiation
- The result will be more varieties of service and more focused management



Fragmentation

- Differentiation creates compartmentalization & fragmentation
- Fragmentation cannot satisfy holistic needs & create dissatisfaction



Integration and Coordination

- Holistic need demands service coordination & integrated services
- Client dissatisfaction, cost savings also lead to integration
- Integration: structure, integrated process, information & communication, inter-disciplinary
- Coordination: partnership, coordinator, case manager



Re-positioning

Where & how to re-draw the lines?

- -- Our target: nature of background? Clients & his family?
- -- Boundary: multiple access? Single entry?
- -- Our staff: multi-tasking? Any back up? Able to see a bigger picture?
- -- Different strategies for different levels of intervention
- -- Collaboration: partners & alliance



Thank you !