Creating Commitment in an Organization

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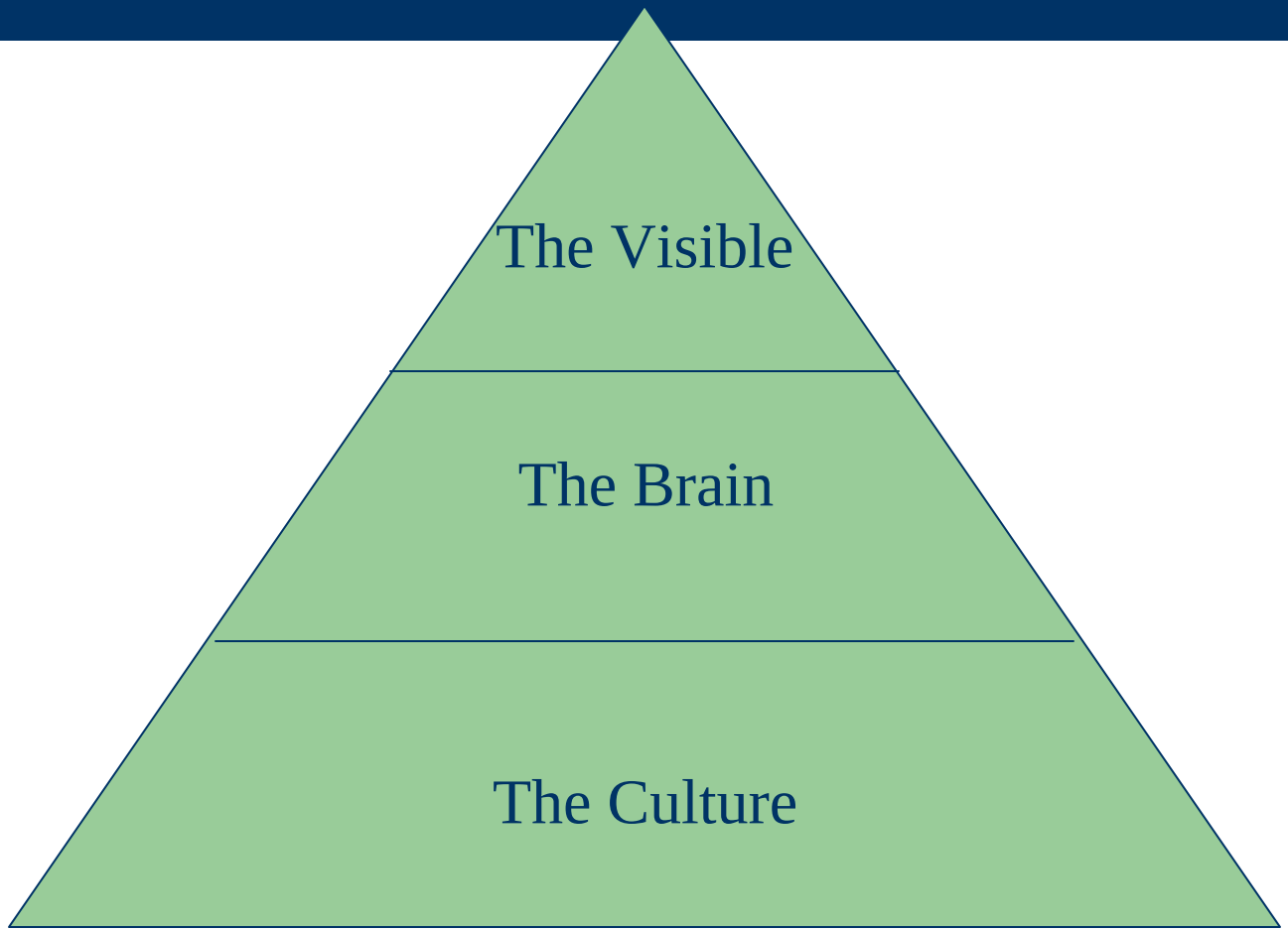
Sample

Organization Pyramid



The Visible

- Product or Service
- Dollars
- Infrastructure
  - Building
  - Phones
  - Factory
- Org Chart

The Brain

- Corporate Memory
- Methods
- Trade Secrets
- Strategy

- Distributed
- Informal

Culture

- The Values, Standards, Beliefs, and Methods that guide Behavior in the workplace

30% to 80% of effort expended in an organization is:

POLITICS

Politics

- The Use of Intrigue or Guile to obtain personal benefit or position of power

- Zero-Sum Behavior

An Political Culture

- Fearful
- Risk Averse
- Cynical
- Knowledge Hoarded
- Hierarchical Communication
- Results Secondary

- Whole < Sum of Parts

A non-political Culture

- Dynamic
- Effective
- Productive
- Fun
- Committed

- Whole > Sum of Parts

Ego

- Political behavior = personal gain
- Driven by Ego

- Key : Subordinate Egos

Overcoming Ego

- Humans Need Meaning
- Meaning allows subordination of Ego
- Meaningful work => Commitment

Commitment

- Obligation; binding promise; arising out of a sense of **desire**, duty, custom, or law.

Cause

Central Organizing Principle that gives Meaning to Work

Causes

- Macintosh
  - Freedom from the tyranny of Sameness
- Whole Foods
  - Whole Foods, Whole People, Whole Planet
- The Old IBM
  - Respect for the Individual
- Harley-Davidson
  - Adventure, Freedom, Individuality
- Linux
  - Free Software, Free Information

Define Your Cause

- What is your Passion?
- Why are you starting a business?
- What are you trying to accomplish?
- What is this about?

Bigger is Better

- Involve Management
- Employees
- Customers
- Suppliers
- Investors
- Media

What Won’t Work

Design Your Culture

- Part of Strategic Planning
- Goals
- Values
- Behaviors and Codes

Behaviors

- Communication Style
- Decision Making
- Dress
- Extra-curricular

Payday

We are Ladies and Gentlemen serving Ladies and Gentlemen

Innovasic Philosophy

- We strive to...
- Make and Keep Our Commitments
- Take Responsibility
- Respect, Honor and Trust (our selves and others)
- Be an Example
- Have Fun
- Participate
- Challenge Assumptions
- Support Decisions once they have been made

Support Your Cause

- Keep it Simple
- Make it Public
- Use it to Hire
- Refine and Revisit
- Align People and Cause
  - Work to your Strengths
  - Help People in Self-Discovery

The Biggest Contributor

- You

- It’s not what you SAY

- It’s what you DO
- It’s how you ACT
- It’s who you ARE

- You must come from a place of integrity.