

The Organisation Development Challenge

Is your organisation ready for the challenges of the future?

Are your business practices sustainable?

Can you meet the organisation development challenge?

1. **Do you have an emotional bond with your customers (internal and external)?**

Organisations that prosper over the long term don't just offer best value. They offer genuine affection for their people and palpable devotion for their customers.

Your organisation's ranking (out of 10): _____

2. **Does your strategy indicate your unique contribution?**

Behind the success of the leading edge organisations are strategic ideas that challenge the status quo in their sector. That's why so many organisations that are leaders today were once dismissed as mavericks, wild cards or insurgents. The acid test for sustainable success is originality.

Your organisation's ranking (out of 10): _____

3. **Are you a fun place to work and a fun organisation to do business with?**

The most productive organisations tend to be the most playful organisations. People are most committed to workplaces that don't feel like work – where they feel a part of something, where they are valued as people, where they can laugh as well as work very hard.

Your organisation's ranking (out of 10): _____

4. **Can you weather turbulence and uncertainty?**

Ongoing reshaping of your business strategy is the hallmark of success in turbulent, uncertain times. Leading organisations manage what emerges from turbulence whilst maintaining a strong focus on their sense of purpose and their vision.

Your organisation's ranking (out of 10): _____

5. **Are you clear what your organisation stands for?**

More and more, people are looking to work for and buy from organisations that have a clear set of values, which truly inform their practice and bring to life a noble vision for a better future.

Your organisation's ranking (out of 10): _____

6. **Do you manage the paradox of innovation?**

The ability to manage creativity in a disciplined way may seem like a contradiction in terms, however it is what successful, innovative organisations do. They remain focused on measuring current inputs and outputs, whilst leaving space for creative thinking and meaningful dreaming. The one supports the other, depends on the other, and

informs the other.

Your organisation's ranking (out of 10): _____

7. Do you attract and keep the best in the talent pool?

It is widely accepted that the if you want to fill your organisation with great ideas, you need to foster creative people - and if you want to keep your customers happy, you need people who are happy and willing to go the extra mile Successful organisations understand both these principles, which is why they treat the human side of enterprise just as seriously, as rigorously, as creatively as they treat finance, production or marketing.

Your organisation's ranking (out of 10): _____

8. Do you use technology to change expectations and reshape your business?

Many organisations have lost their zeal for technical driven transformation, but those who have kept the faith believe that the Internet remains the most powerful laboratory for business experimentation ever. It transforms how people work together, how companies interact with customers, and the economics of entire industries. It satisfies the need for speed and the explosive demand for lifelong learning, especially for busy people. It does not replace the human touch - it augments it.

Your organisation's ranking (out of 10): _____

9. Does your organisation have a hunger for change?

Change weariness will slow your growth and stunt innovation. Successful organisations understand the need for speed and the cost of hesitation and delay – whether it is responding to a customer complaint or launching a new product or service. Managing and supporting your people in order to maintain motivation and grow creative spirit is a critical factor in keeping ahead and maintaining your unique proposition.

Your organisation's ranking (out of 10): _____

10. Are you building a leaderful organisation?

More has been written about leadership in organisations than any other business topic. What all successful companies know is that you must have confident and committed leaders embedded deeply throughout the whole organisation. An organisation lead by people at every level in the business who are visionary, decisive, creative courageous and authentic is very hard to beat.

Your organisation's ranking (out of 10): _____

Adapted from *Is Your Company Up To Speed?* Fast Company June 2003