



The Living Organization

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One can imagine a Living Organization as a clear, crystalline, three-dimensional sphere in which people, customers, products and services, market, structure, activities, projects, finances, etc. are dynamically interrelated, pulsing with energy, producing infinite-like results, as well as ecstatic joy for all.



When you zoom into any part of this business entity you see its dynamic relationship with other parts, sparkling with creative energy, always manifesting the fresh and new.

This institution, personified as a globe of ever-expanding consciousness and joy touches and energizes the society as well.



At the core of a Living Organization are its deepest values and beliefs; its soul and psychic center, which is nowhere and everywhere to be found, permeating all aspects of its being.

It is the secret Source and Purpose of things that makes every aspect of this Living Organization pulsate with life.

It is what generates aspiration, will, energy, vision, knowledge, and perfection in this dynamic, infinitely expanding entity.



In a Living Organization there are an infinite number of intimate and dynamic relationships among-

- ✓ Employees
- ✓ Customers
- ✓ Products and services
- ✓ Market
- ✓ Structure
- ✓ Systems
- ✓ Activities
- ✓ Projects
- ✓ Money
- ✓ and Society

... generating enormous energy, well-being, happiness, productivity and profitability.



In a Living Organization raw energy is constantly being generated and harnessed for productive use,

... transforming the ordinary into the extraordinary,

.... releasing our human desire to stretch possibilities into realities by becoming part of **something larger than ourselves**,

... yet still belonging to ourselves through **our individual accomplishment** expressing as joy.



- ❖ Consider the individual.
- ❖ At the pinnacle of business life are those firms that have discovered the secret of how to shape their human resources into an integrated and cohesive living organization.
- ❖ How does that occur?
- ❖ When an organization **genuinely commits itself to the personal growth of its people**, it can help create the right inner motives and external conditions for their development. Thus, when the company grows, the people grow with it. And when the people grow, the company grows, too. Each can stimulate the other.
- ❖ The individuals then come to identify their personal seeking more and more with the company's progress, and finds personal fulfillment by giving themselves to it through service.
- ❖ When this happens, the psychological energies of the individual are constantly being released in work, and flowing out to animate the life of the company.
- ❖ **The organization comes alive and is charged with a vivifying energy.**



- ❖ **At the other end, the Living Organization is also a child of society.**
- ❖ The difference between a person and the company is that people grow by becoming independent of their parents, while corporations grow by forging a more intimate relationship and interdependence with the society that fostered them.
 - ❑ For example, Apple saw the subconscious urge of society to be more empowered in their work, and therefore developed a personal computer that was user-friendly and easy to use.
 - ❑ Years later it did the same when it perceived people's aspiration to combine phone, music, email, and many other features into one simple elegant package and developed the pioneering and very successful iPhone and iPad.
 - ❑ Fred Smith saw the urge in society for speed of delivery; specifically to receive packages fast, and developed Federal Express overnight delivery, when almost all thought it impossible.
- ❖ In these and many other cases, the leaders were able to perceive a series of waves of change occurring in society, and then were able to capitalize on it.
- ❖ By meeting those needs, society was energized. Likewise, as a result of society embracing their products and services, those companies and all its staff were energized to no end.
- ❖ Thus, a Living Organization is one in which the company and society forge a dynamic, integrative, and harmonic relationship, thereby enhancing both.



- ❖ A Living Organization is one in which all parts are operating at maximum efficiency.
- ❖ Where major and minor components of the firm are firing on all cylinders.
- ❖ Where each part of the company is in perfect alignment with every other.
 - ✓ E.g. product development with marketing
 - ✓ company's goals with people
 - ✓ systems with major activities
 - ✓ departments with each other
 - ✓ customers needs with research and development
 - ✓ and sales with profit centers
- ❖ In a Living Organization hundreds of major and minor relationships among the components of the company are –
 - ❖ perfectly in sync
 - ❖ filled with energy
 - ❖ producing maximum results
 - ❖ reflecting as enormous success, profitability and joy



So one question remains:
How can YOUR company become a dynamic,
energy-filled, joyous, infinitely profitable
Living Organization?

