

“With this book, providing leadership just got easier for those executives and managers looking to create ‘change seeking or friendly’ organizations. The level of thought given by the authors in the form of tools, approaches, methods and practices will serve to guide you and your team well through your own change journey. I especially believe their focus of looking at the organization as a ‘living system’ will enhance your own decision making process.”

*Wesley C. Cantrell
President and CEO
Lanier Worldwide*

Organizational Design: Enterprise Alignment

Given the hyper-change nature of the world today and the need to mitigate risks associated with execution, the EverChange Institute (ECI) helps clients embrace technology to get ‘mission critical’ information, in real-time. Based on reports generated from the Organizational Audit, specific issues associated with creating a culture of change, leading to successful execution, are identified. Organizational solutions are then developed so leaders can address issues related to individual and organizational performance.

With a goal to enhance the effectiveness and performance of the organization, the Organizational Audit process will build knowledge based strategies critical to successful execution – web based technology ensures we are transferring this knowledge directly back to management for swift response. ECI’s focus is on transformation...moving the organization in the direction of ‘change seeking’ readiness in order to take advantage of marketplace opportunities, and to fully leverage enterprise resources by guiding management through the process of becoming an EverChanging Organization (ECO).

Creating an EverChanging Organization

An EverChanging Organization is skilled at creating, acquiring and transferring knowledge at the individual, team, process and organizational levels. Within an ECO, all individuals and teams are adept at modifying their behavior to reflect new knowledge and insights and making the learning available for use by others.

Utilized in the organizational design process is the ECO model that provides a systematic framework to help organizations operate more efficiently. The model consists of eight performance dimensions: Clarity of Direction, Change Readiness, Continuous Learning, Customer Focus, Communication, Organizational Leadership, Continuous Improvement and Market Focus. These are then used to calibrate how effective an organization is at coping with change, as well as their ability to thrive and execute strategies in a changing environment.



Figure 1: ECO Model

EverChanging Organization Model Benefits

- Assist organizations in developing greater clarity on strategic direction and cascade it throughout the organization.
- Enable employees to perform work focused on addressing the challenges associated with building a sustainable competitive advantage.
- Create a value chain of work that provides common direction and focus between employees and customers.
- Enables all participants in the value chain to work toward common goals.

Key Deliverables

- Identify needed resources and internal advisors along with champions who will provide the required sponsorship for advancement.
- Specify individuals and teams for ownership and accountability of actionable insights (results of the organizational audit).
- Escalate organizational issues to the proper level for resolution.
- Facilitate workgroup meetings for understanding and agreement of the organizational audit results.
- Executive/Manager Shadowing and Coaching for execution success.

The EverChanging Organizational Model is a total system-wide cultural transformation that enables organizations to:

- Establish the priorities for management of strategic and operational change in the business and the role of new technology inspired initiatives.
- Coordinate and integrate the various change initiatives in an organization.
- Benchmark the progress made in change initiatives and capture the emerging lessons.
- Balance the efforts made and resources devoted to change initiatives in accordance with their priorities and inter-relationships.
- Link change initiatives tightly to the original strategic imperatives for excellence in execution.
- Conduct trend comparisons - division to division, department to department - in order to manage performance and build confidence.

Bottom Line

The EverChange Institute provides the missing link between corporate strategy and tactical implementation by aligning Strategic Leadership with Operational Leadership. We help you develop a truly agile business that is skilled at creating, acquiring, and transferring knowledge at the individual, team, process and organizational levels.