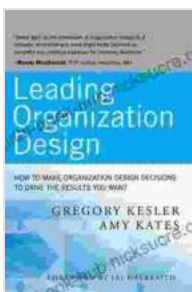


# How to Make Organization Design Decisions to Drive the Results You Want



In today's rapidly changing business environment, organizations need to be able to adapt quickly and efficiently to new challenges and opportunities. This requires a constant evaluation of their organization design, the way in which they structure their people, processes, and technology to achieve their goals.



## Leading Organization Design: How to Make Organization Design Decisions to Drive the Results You Want by Gregory Kesler

★★★★☆ 4.7 out of 5

Language : English

File size : 2345 KB

Text-to-Speech : Enabled

Enhanced typesetting: Enabled

Word Wise	: Enabled
Print length	: 286 pages
Lending	: Enabled
Screen Reader	: Supported



The right organization design can help an organization to:

\* Improve efficiency and productivity \* Enhance collaboration and communication \* Foster innovation and creativity \* Respond more quickly to change \* Achieve its strategic objectives

However, making changes to an organization's design can be a complex and challenging process. It is important to take a thoughtful and strategic approach to ensure that the changes will have the desired results.

In this article, we will provide a step-by-step guide to making organization design decisions that will drive the results you want.

### **Step 1: Assess Your Current Organization Design**

The first step in making organization design decisions is to assess your current design. This involves taking a close look at your organization's structure, processes, and technology, and how they are working together to achieve your goals.

To assess your current organization design, you can use a variety of tools and techniques, such as:

\* **Organization charts:** Organization charts show the hierarchical structure of your organization, and can help you to identify potential bottlenecks and inefficiencies. \* **Process maps:** Process maps show how work flows through your organization, and can help you to identify areas where there is duplication or waste. \* **Technology audits:** Technology audits can help you to assess the effectiveness of your technology systems, and identify areas where they can be improved.

Once you have assessed your current organization design, you can begin to identify areas where changes are needed.

## **Step 2: Define Your Goals**

Once you have identified the areas where changes are needed, you need to define your goals for the new organization design. What do you want to achieve with the changes?

Your goals should be specific, measurable, achievable, relevant, and time-bound. For example, you might want to:

\* Increase efficiency by 10% \* Improve collaboration by 20% \* Foster innovation by 25% \* Respond to change more quickly by 30%

Having clear goals will help you to make informed decisions about the changes that you need to make.

## **Step 3: Develop Design Options**

Once you have defined your goals, you can begin to develop design options. There are a variety of different organization design models that you can choose from, such as:

\* **Functional structures:** Functional structures group employees by their function, such as marketing, sales, and finance. This type of structure can be efficient and effective for small organizations. \* **Divisional structures:** Divisional structures group employees by product, service, or customer. This type of structure can be more effective for larger organizations with multiple divisions. \* **Matrix structures:** Matrix structures combine functional and divisional structures, and can be effective for organizations that need to be both efficient and flexible.

The type of organization design that you choose will depend on your specific goals and needs.

#### **Step 4: Evaluate the Options**

Once you have developed design options, you need to evaluate them to see which one is the best fit for your organization. To evaluate your options, you can use a variety of criteria, such as:

\* **Alignment with goals:** How well does each option align with your goals for the new organization design? \* **Feasibility:** How feasible is each option to implement? Consider your organization's size, culture, and resources. \* **Impact on employees:** What impact will each option have on your employees? Consider their skills, experience, and preferences.

#### **Step 5: Implement the Changes**

Once you have evaluated the options and made a decision, you need to implement the changes. This can be a complex and challenging process, so it is important to plan carefully and communicate effectively with your employees.

To implement the changes, you can use a variety of strategies, such as:

\* **Change management:** Change management involves creating a plan to manage the transition to the new organization design. This includes communicating the changes to employees, providing training, and supporting them through the process. \* **Employee involvement:** Involving employees in the change process can help to build buy-in and reduce resistance to change. You can involve employees by asking for their input, providing them with opportunities to learn about the new design, and giving them a chance to share their feedback. \* **Technology:** Technology can be used to support the implementation of the new organization design. For example, you can use software to automate processes, improve communication, and track progress.

## **Step 6: Monitor and Evaluate**

Once you have implemented the changes, you need to monitor and evaluate the results. This will help you to ensure that the changes are having the desired impact.

To monitor and evaluate the results, you can use a variety of metrics, such as:

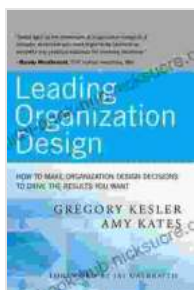
\* **Efficiency:** How has the new organization design impacted efficiency? Are processes now more efficient and streamlined? \* **Collaboration:** How has the new organization design impacted collaboration? Are employees now working together more effectively? \* **Innovation:** How has the new organization design impacted innovation? Are employees now more innovative and creative? \* **Responsiveness:** How has the new organization design impacted responsiveness? Can the organization now

respond to change more quickly and effectively? \* **Employee satisfaction:**  
How has the new organization design impacted employee satisfaction? Are employees now more satisfied with their jobs?

By monitoring and evaluating the results, you can make adjustments to the new organization design as needed to ensure that it is meeting your goals.

Making organization design decisions is a complex and challenging process, but it is essential for organizations that want to achieve their goals in today's rapidly changing business environment. By following the steps outlined in this article, you can make informed decisions about the changes that you need to make, and ensure that the changes have the desired results.

Remember, the key to successful organization design is to be thoughtful and strategic, and to involve your employees in the process. By taking the time to plan carefully and communicate effectively, you can create an organization design that will help your organization to achieve its full potential.



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