



ORGANIZATIONAL AGILITY: HOW BUSINESS CAN THRIVE IN A RAPIDLY CHANGING ENVIRONMENT

In today's unpredictable world every enterprise must assume that business will not continue as usual. Companies are experiencing technology enabled and market based challenges to their core business models that they find very hard to respond to. Crowdsourcing, big data, and advancements in digital printing are just a few innovation areas that conventional business approaches are inappropriate for.

Market conditions are in constant flux, and customers are more vocal about what they expect. The ability to be responsive is crucial - and that's what an agile business model delivers. Agile enterprises are aware of market and business changes. This allows them to stay ahead of market trends and deliver excellent customer service, two factors that contribute to success. With the help of IT, businesses can keep a constant watch for business opportunities and threats, and respond effectively.

Business models need to be tested continuously

Changes in customer expectations and competitive activity don't adhere to yearly planning schedules. Change is being driven by what happens in the marketplace. Hence, business models need to be tested and revised continuously to keep up with market conditions and customer requirements. Adaptable business structures are able to bring about change by creating flexible operations that can be quickly modified without requiring massive overhauls of ongoing processes.

The importance of flexible structures and the dispersal of decision rights

The use of analytics tools can also help create an agile business culture where information is shared freely instead of remaining in silos. This empowers and engages

employees and is known to improve innovation and creativity, giving businesses another advantage over competitors and boosting profitability. A flexible structure and the dispersal of decision rights are powerful levers for increasing adaptability and using available resources in the most efficient and equitable way. To reinforce this framework, it is helpful to have weak or competing power structures and a culture of transparency and constructive dissent.

As they create more-fluid structures, adaptive companies drive decision making down to the front lines, allowing the people most likely to detect changes in the environment to respond quickly and proactively. This allows company executives to concentrate on their main tasks - leading the company and planning the overall strategy well.

No need for snap decisions

Sometimes, when the model continues to meet your organizational goals for revenue, cost and competitive differentiation, you don't have to change it right away. But you should be ready to update it at any time, when necessary.

Those that thrive are quick to read and act on signals of change. They have worked out how to experiment rapidly - not only with products and services but also with business models, processes, and strategies.

At MFB Resultants we help our clients build and maintain strong and agile organizational structures. In cooperation with your management team, we help your business meet its current and future challenges in order to ensure your success.

MFB Resultants – We deliver results.