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The Fractal Organization: Creating Enterprises of Tomorrow

Pravir Malik

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The biggest challenge facing leaders today is the creation of organizations that are capable of surviving and flourishing in these uncertain times. How does one create an organization that is sustainable in the long run, how can organizations be ready for uncertainties that the markets place upon them, how can an organization be simply brilliant by design? This book leverages the proposed meta-theory for progressive organizational design and dynamics real-world reflections to create fractal-based sustainable enterprises of tomorrow.

In this meta-theory all instances of organization, from the smallest, such as an idea or a person, to the largest, such as global markets and planet earth herself, are fractals: the essence of their way of being is repeated on scales both smaller and larger than themselves. There is however, a particular class of fractals, that of progress, of which The Fractal Ladder is an ever-present manifestation, which spawns organizations that are truly progressive and sustainable in nature. In the scheme of things this class of fractals is of critical importance, and to master its replication and to fully understand the impact it will have in creating sustainable and dynamic organizations is a practical necessity.

Divided into three parts, Part I – Theory, will present the theory behind the Fractal Organization. Part II – Exercises, will translate key elements of the fractal-based world-view into practical activities and exercises at the personal and workplace levels. Part III – Reflections, will apply the basic logic of the sun-marked physical-vital-mental fractal to many practical problems and situations we are faced with daily to suggest ways to address them.

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