



The Fractal Organization: Creating Enterprises of Tomorrow

By 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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Editorial Review

Review

[This book] is a wonderfully creative, practical, and effective approach to enabling the sustainable and high-performing enterprise. It is the most comprehensive and clearest approach in the field for implementing the fascinating concept of fractal organizations. Business leaders who are looking for creative new ways to transform their companies would do well to take this field guide seriously.

(Ram Nidumolu)

[This book] provides an insightful framework for building sustainable organizations. It is particularly valuable as it enables critical thinking in a world where we are fast hitting limits on several fronts. As a bonus, the book provides exciting practical exercises for individuals and organizations to ground the theory in real practice.

(Kailash Joshi)

[This book] provides an empowering approach and set of tools for leaders to grasp how we can impact the systems in which we operate. It is easy to be discouraged by the layers of complexity within organizations and, indeed, national and global economies. Understanding fractals and the power of “being the change you wish to see” is as equally liberating as it is daunting. Malik provides a strong theoretical basis for the fractal approach and guides willing readers through to understanding by doing. Thorough, deep work.

(Diane Osgood)

About the Author

Pravir Malik has over 20 years of experience in the field of organizational development. In particular, he has a great experience in in-depth analyses, modeling, synthesis, and development of a fractal model and mathematics for organizations. He is Founding Member of A.T. Kearney, India, has served as Managing Director Advisory Services for Business for Social Responsibility? a leading global corporate social responsibility consulting company, has been Intent Architect with Conner Partners, has served on the HR Leadership Team of Stanford Hospital and Clinics, and has been a Professor at Sri Aurobindo International Centre of Education. He has an MBA degree from J.L. Kellogg Graduate School of Management at Northwestern University, Chicago, an MS degree in Computer Science from the University of Florida, Gainesville, and a BSE degree in Computer Engineering from the Case Western Reserve University, Cleveland.

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