

# INTERSECT



## THE END OF CHANGE: ENTERPRISE NEXT

Is anyone still running around trying to craft the next *"burning platform" for change* in their enterprise? Let's hope not! There is, and has always been, only one such platform: survival. Survival, you may recall, is something that Dr. Deming long-ago advised, "is optional." Do yourself a favor and stop trying to light artificial fires.

If you are interested in the survival option, then you need to embrace change as the dynamic that it is: tasks can certainly be "managed" but change itself can only be navigated. Work to build a capacity for navigation as a natural element of the evolution of your enterprise, large or small.

While we're at it, let's challenge the notion of change methodologies – be they 8, or 12-steppers – that ignore the complexity and permanence of change. Embrace instead a sane approach to change, one that integrates socio-technical systems across the *five symbiotic streams where change happens*. These streams are where enterprise evolution takes root and a framework built around these streams places as much emphasis on social systems as on technical systems. This is an approach that will always work, because it reflects reality instead of trying to artificially contort (or worse, burn...) the reality of your enterprise.

Do you know what the five enduring streams of change are and how to navigate them with *Enterprise Next* skill sets? Let us hear from you: [get in touch](#). Email us at [info@comadrona.com](mailto:info@comadrona.com). We'll collect responses and let you know when we have something interesting to report.

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VOL 7 ISSUE 1  
THE ORGANIZATIONAL READINESS REPORT