

ODC Conference: Building ODC as an Academic Discipline

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**THE MAJOR EVIDENCE OF THE
STRENGTH OF THE U.S. ECONOMY**

IS THAT

**NO OTHER ECONOMY IN THE
WORLD COULD SURVIVE AS MUCH
INEFFICIENCY AND
INEFFECTIVENESS AS OURS.**

**VERY FEW OF OUR
ORGANIZATIONS ARE DEVELOPING
AND WHAT CHANGES THERE ARE
ARE NOT TOWARD DEVELOPMENT**

CONTRARY TO COMMON USAGE

DEVELOPMENT AND GROWTH

ARE NOT THE SAME THING

EITHER CAN OCCUR WITHOUT THE

OTHER

DEVELOPMENT

IS AN INCREASE IN ONE'S ABILITY
AND DESIRE TO SATISFY ONE'S NEEDS
AND LEGITIMATE DESIRES,
AND THOSE OF OTHERS —

THAT IS,

AN INCREASE IN *COMPETENCE*

**A LEGITIMATE DESIRE IS ONE
THE SATISFACTION OF WHICH
DEPRIVES NO ONE
OF THE OPPORTUNITY TO
DEVELOP**

EARNING PRODUCES GROWTH:

AN INCREASE IN SIZE OR NUMBER.

STANDARD OF LIVING IS THE MOST

COMMON INDEX OF GROWTH

LEARNING

IS WHAT PRODUCES DEVELOPMENT.

QUALITY OF LIFE IS THE MOST

COMMONLY USED

INDEX OF DEVELOPMENT

SOME OF THE
MAJOR CHANGES
THAT
CAN LEAD TO DEVELOPMENT

1.

A RE-ORIENTATION

TOWARD

MISTAKES

**ONE NEVER LEARNS BY DOING
THINGS RIGHT — ONLY FROM
MISTAKES**

TWO TYPES OF MISTAKES:

ACCOUNTING DEFICIENCY

**EFFECT = ORGANIZATIONAL
PARALYSIS**

2.

COVER ALL TYPES

OF CONTENT OF THE MIND:

DATA, INFORMATION, KNOWLEDGE,

UNDERSTANDING AND WISDOM

DATA = SYMBOLS THAT REPRESENT

INFORMATION = CONTENT OF
DESCRIPTIONS

KNOWLEDGE = CONTENT OF
INSTRUCTIONS

UNDERSTANDING = CONTENT OF
EXPLANATIONS

WISDOM = CONTENT OF
EVALUATIONS

**DATA TO UNDERSTANDING NEEDED
FOR EFFICIENCY =**

Doing things right

**WISOM NEEDED FOR
EFFECTIVENESS =**

Doing the right things

3.

REPLACE **POWER OVER**
(AUTHORITY)

WITH

POWER TO:
(INFLUENCE)

I.E., **DEMOCRATIZE**

**THE MORE HIGHLY EDUCATED A
WORKFORCE**

THE LESS EFFECTIVE IS

**THE EXERCISE OF AUTHORITY OVER
THEM**

**& the less likely it is to encourage them
to use all they know that is relevant to
their jobs.**

4.

**INSTALL A
LEARNING AND
ADAPTATION
SUPPORT SYSTEM**

SUCH A SYSTEM

- produces a **record** of each important decision including expected effects
 - **monitors** to determine if expectations are fulfilled
 - **diagnoses and corrects** failures, and monitors correction decisions
- and

4.

**INSTALL A
LEARNING AND
ADAPTATION
SUPPORT SYSTEM**

**The knowledge that
anyone in the organization has
that is relevant to the work of another
in the organization
is available to him/her.**

5.

**DEVELOP AN INSPIRING VISION
THROUGH STAKEHOLDER
IDEALIZED DESIGN.**

AN IDEALIZED DESIGN OF AN ORGANIZATION

**Is that design its designers would
have if they were free to have any
design they wanted right now.**

PLANNING BACKWARDS FROM THIS DESIGN TO THE CLOSEST FEASIBLE APPROXIMATION TO IT

**simplifies planning by an order of
magnitude**

**increases the designers' concept of
what is feasible, and**

increases creativity significantly.

Man has been able to grow enthusiastic over his vision of unconvincing enterprises. He has put himself to work for the sake of an idea, seeking by magnificent exertions to arrive at the incredible. And in the end, he has arrived there. Beyond all doubt it is one of the vital sources of man's power to be thus able to kindle enthusiasm from the mere glimmer of something improbable, difficult, remote.

Jose Ortega y Gosset, 1956.