



المدرسة الوطنية المتعددة التقنيات  
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## Evolution of Organizational Structures

# We'll look at...

- 1• Introduction
- 2• Traditional Organizational Structures
- 3• Technological Disruptions
- 4• Shifts in Management
- 5• Evolution of Communication
- 6• Cultural Shifts in Organizations
- 7• Future Trends
- 8• Challenges in Adapting to Technological Changes
- 9• Conclusion



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## 1.0 Introduction

Organizations have undergone continuous change:

Driven by evolving technologies, globalization, and workforce dynamics.

**Objective:** To explore the impact of technological disruptions on three key areas:

- 1• Management Structures
- 2• Communication Processes
- 3• Organizational Culture

### **Why This Matters:**

- Technology dictates how businesses operate, compete, and grow
- Understanding these changes is crucial for adapting to the future of work

## 2.0 Traditional Organizational Structures



### **Management:**

- Hierarchical and centralized.
- Clear chain of command with authority concentrated at the top.

### **Communication:**

- Linear and top-down
- Primarily face-to-face, with formal memos and written reports.

### **Culture:**

- Stability and predictability were prioritized over innovation.
- Employee roles were rigid, with little room for autonomy or creativity.

## 3.0 Technological Disruptions



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Technological advancements have disrupted traditional structures, leading to:

### 01 : **The Digital Revolution:**

- Introduction of personal computers, the internet, and cloud computing

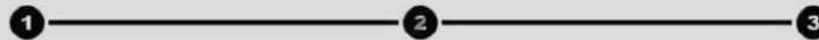
### 02 : **Globalization:**

- Technology enabled businesses to operate globally.

### 03 : **Automation & Artificial Intelligence (AI):**

- Routine tasks automated, shifting focus to knowledge-based work and innovation.

1980 : Internet    2010: Cloud Computing    2020: Artificial Intelligence (AI)



## 4.0 Shifts in Management

### 4.1 From Hierarchical to Flat Structures:

- Decentralized decision-making.
- Empowered teams with greater autonomy and accountability.

### 4.2 Agile and Lean Management:

- Focus on iterative processes, rapid feedback, and continuous improvement.
- Tech companies adopting Agile methodologies.

### 4.3 Data-Driven Decision Making:

- Leveraging big data and analytics for strategic decisions.



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## 4.1 From Hierarchical to Flat Structures

### Traditional Hierarchical Structure :

A structure with multiple layers of authority and a top-down management approach

#### Characteristics :

- ▶ Clear authority lines.
- ▶ Centralized decision-making.
- ▶ Vertical Communication.

#### Benefits :

- ▶ Clear accountability.
- ▶ Effective for large organizations.

#### Drawbacks :

- ▶ Slow decision-making.
- ▶ Limited flexibility.







## 4.1 From Hierarchical to Flat Structures

### Flat Organizational Structure :

A structure with fewer management layers, promoting collaboration and autonomy

### Characteristics :

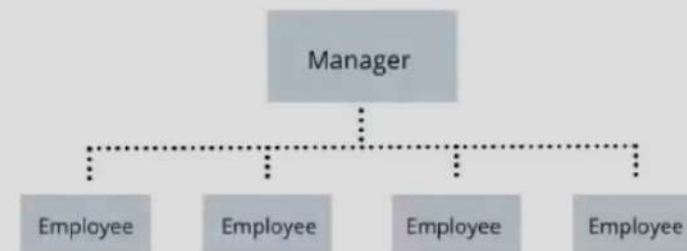
- ▶ Fewer layers of management.
- ▶ Decentralized decision-making.
- ▶ Open communication.

### Benefits :

- ▶ Faster decision-making.
- ▶ Increased collaboration.

### Drawbacks :

- ▶ Role confusion.
- ▶ Requires self-management.





## 4.2 Agile & Lean Management

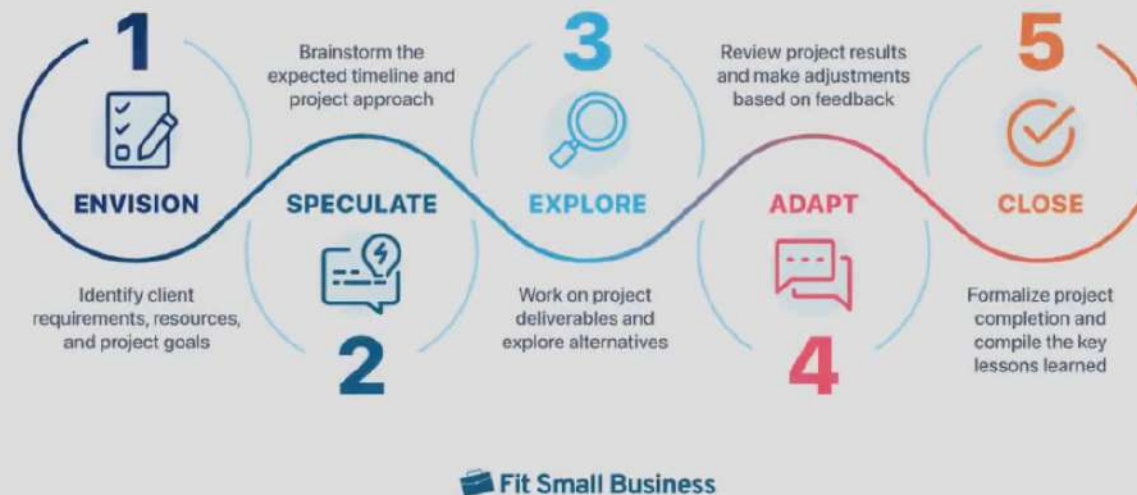


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### Agile Management :

An iterative approach to project management that emphasizes flexibility and collaboration

### Agile Project Management Phases





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## 4.2 Agile & Lean Management

### **Characteristics :**

- Iterative and incremental processes with short cycles.
- Strong focus on collaboration through cross-functional teams.
- Customer-centric approach that incorporates feedback during each cycle.

### **Benefits :**

- Adaptability to changes, ensuring the product aligns with customer needs.
- Enhanced collaboration improves team morale and problem-solving.

### **Drawbacks :**

- May lack predictability due to frequent changes in scope.
- Requires high commitment and active involvement from all stakeholders.

## 4.2 Agile & Lean Management



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### Lean Management :

A systematic methodology focused on creating value for the customer



Project Management Methodologies  
Lean management



## 4.2 Agile & Lean Management

### **Characteristics :**

- Emphasizes minimizing waste (e.g., overproduction, waiting times, defects...).
- Continuous improvement and focus on value-added activities.
- Employee empowerment, encouraging team involvement in problem-solving.

### **Benefits :**

- Cost efficiency and streamlined workflows.
- Improved quality and consistency in processes and outputs.

### **Drawbacks :**

- Implementation challenges due to resistance to change.
- Risk of focusing too much on efficiency, potentially neglecting innovation.

## 4.3 Data-Driven Decision Making

Making organizational decisions based on verified and analyzed data





## 5.0 Evolution of Communication

### 5.1 Traditional Communication:

- DFace-to-face meetings, memos, and emails
- Delayed feedback and limited collaboration

### 5.2 Modern Communication:

- Instant Messaging & Collaboration Tools: Slack, Microsoft Teams
- Remote Communication: Video conferencing tools like Zoom and Google Meet
- Asynchronous Work: Employees can collaborate across time zones.



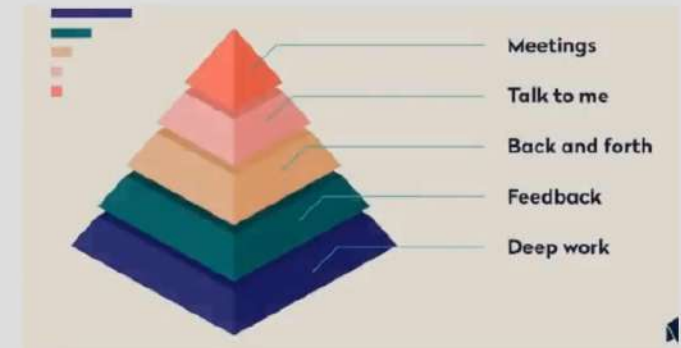
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## 5.1 Traditional Communication

Formal, hierarchical, and offline organizational communication methods

### Characteristics :

- ▶ Information flows top-down or through fixed channels
- ▶ Heavy reliance on memos, letters, and structured meeting
- ▶ Delayed feedback due to slower communication methods
- ▶ Frequent reliance on physical presence for communication



### Limitations :

- ▶ Delayed information flow across departments
- ▶ Limited Reach: Constrained by geography and access to physical tools
- ▶ Inability to adapt to real-time changes or needs



## 5.2 Cultural Shifts in Organizations



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Flexible, collaborative, and tech-driven organizational communication methods

### Characteristics :

- ▶ Instant communication via messaging apps and video calls
- ▶ Encourages teamwork through shared platforms like Slack, Teams, or Trello
- ▶ Information flows freely across levels and departments
- ▶ Frequent reliance on physical presence for communication

### Advantages :

- ▶ Instantaneous communication across the globe
- ▶ Easy to reach team members regardless of location
- ▶ Combines communication with data analytics and tracking





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## 6.0 Cultural Shifts in Organizations

### 6.1 Traditional Culture:

- Emphasis on conformity, stability, and clear roles
- Innovation was often limited to specific departments

### 6.2 Modern Culture:

- Innovation-Driven: Encouraging experimentation and risk-taking
- Employee-Centric: Focus on well-being, diversity, and inclusion
- Collaborative: Cross-functional teams and open communication





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## 6.1 Traditional Culture

A hierarchical, rule-driven, and stability-focused organizational culture

### Characteristics :

- ▶ Emphasis on policies, procedures, and formalized processes
- ▶ Prioritizes predictability and minimizing risks
- ▶ Performance is evaluated at the individual level

### Challenges :

- ▶ Difficulty adapting to new trends and market demands
- ▶ Inhibits creativity and innovation
- ▶ Can lead to dissatisfaction due to rigid hierarchies

