



المدرسة الوطنية المتعددة التقنيات  
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# Evolution of Organizational Structures

# We'll look at ..



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- 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

# 1.0 Introduction



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Organizations have undergone continuous change:

Driven by evolving technologies, globalization, and workforce dynamics.

# 1.0 Introduction



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

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

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## 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



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## Management:

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

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- ▶ Primarily face-to-face, with formal memos and written reports.

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## 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:



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### 01 : The Digital Revolution:

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

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### 02 : Globalization:

- ▶ Technology enabled businesses to operate globally.

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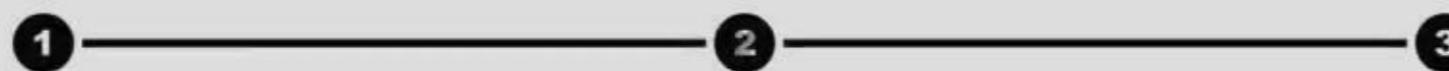
## 02 : Globalization:

- ▶ 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



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## 4.1 From Hierarchical to Flat Structures:

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

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## 4.2 Agile and Lean Management:

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

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## 4.3 Data-Driven Decision Making:

- ▶ Leveraging big data and analytics for strategic decisions.



## 4.1 From Hierarchical to Flat Structures

### **Traditional Hierarchical Structure :**

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

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#### **Characteristics :**

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

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#### Drawbacks :

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



## 4.1 From Hierarchical to Flat Structures



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### **Flat Organizational Structure :**

A structure with fewer management layers, promoting collaboration and autonomy

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### **Flat Organizational Structure :**

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### **Characteristics :**

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

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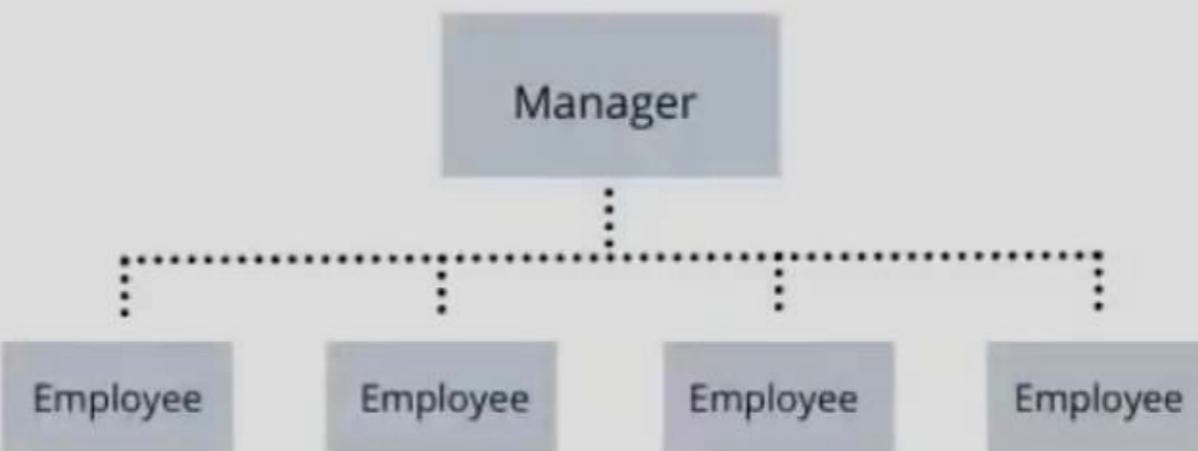
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## 4.2 Agile & Lean Management



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### **Agile Management :**

An iterative approach to project management that emphasizes flexibility and collaboration

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### Agile Project Management Phases



## 4.2 Agile & Lean Management



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### 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.

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

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- ▶ 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



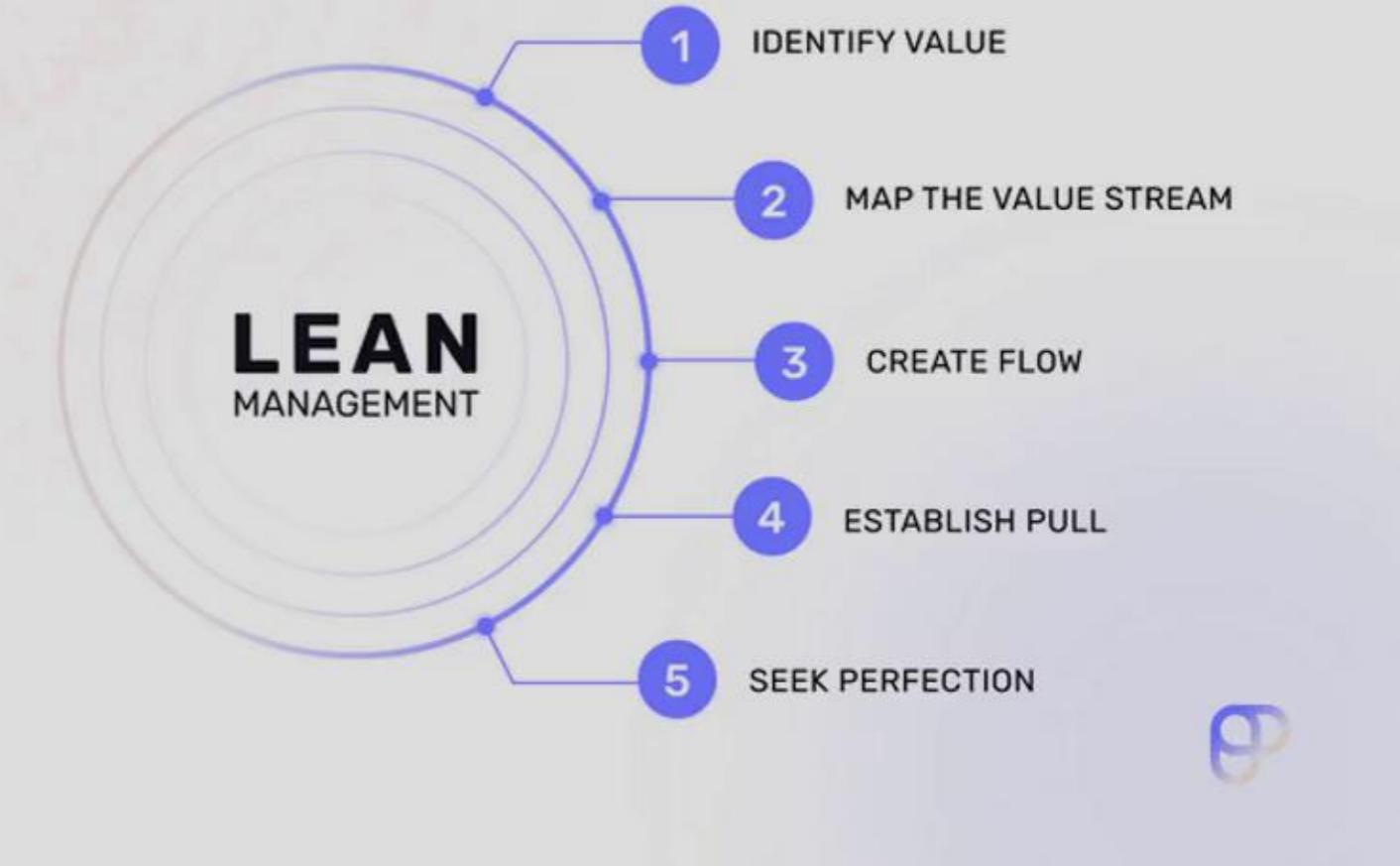
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### Lean Management :

A systematic methodology focused on creating value for the customer



Project Management Methodologies  
Lean management



## 4.2 Agile & Lean Management



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### 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.

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### Drawbacks :

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

## 4.3 Data-Driven Decision Making



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Making organizational decisions based on verified and analyzed data



# 5.0 Evolution of Communication



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## 5.1 Traditional Communication:

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

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## 5.1 Traditional Communication:

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## 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.

# 5.1 Traditional Communication

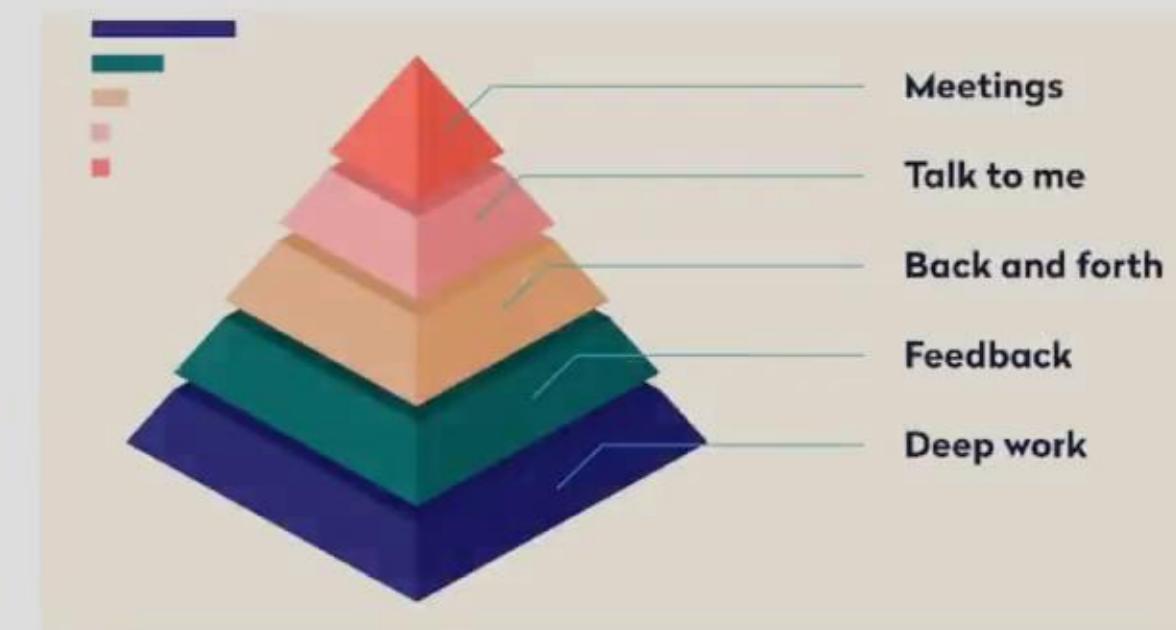


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Formal, hierarchical, and offline organizational communication methods

## 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
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### Advantages :

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



# 6.0 Cultural Shifts in Organizations



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## 6.1 Traditional Culture:

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

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## 6.1 Traditional Culture:

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## 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

## 6.1 Traditional Culture



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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

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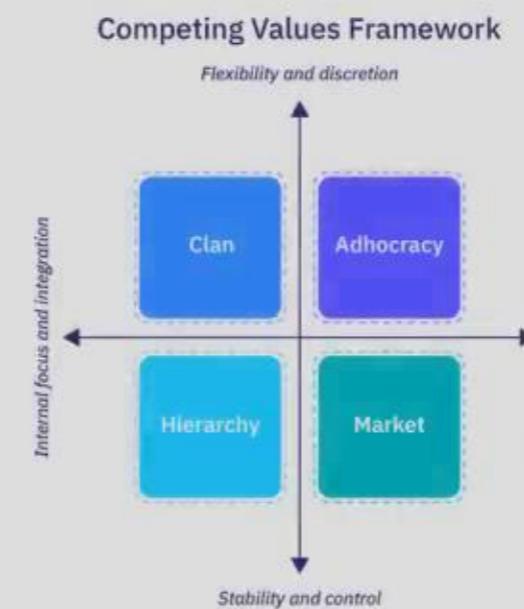
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## Challenges :

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



## 6.2 Modern Culture



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A dynamic, collaborative, and innovation-focused organizational culture

### **Characteristics :**

- ▶ Encourages collaboration and reduces hierarchical barriers
- ▶ Embraces change and thrives on continuous improvement
- ▶ Emphasizes collective goals and performance

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### Advantages :

- ▶ Fosters creativity and new ideas
- ▶ Empowers individuals, improving job satisfaction
- ▶ Breaks silos for better teamwork and integration

1 Alignment to Company Objectives

2 A culture of appreciation

3 A culture of trust

4 Performance Focused

5 Resilience

6 Encompasses Teamwork

7 Integrity and transparency

8 Psychological safety

# 7.0 Future Trends in Organizational Structures



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## 7.1 Remote-First Organizations:

- ▶ Distributed teams as the new normal
- ▶ Challenges: Managing remote teams, maintaining culture

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## 7.2 AI-Augmented Organizations:

- ▶ AI and machine learning assisting in decision-making and routine tasks
- ▶ Employees focusing on strategic and creative roles

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## 7.3 Networked Organizations:

- ▶ Companies operating as ecosystems, partnering with other firms and freelancers

# 7.1 Remote-First Organizations



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Designed to prioritize remote work, with flexible policies for global teams

## Characteristics :

- ▶ Decentralized work environments
- ▶ Heavy reliance on collaboration tools
- ▶ Focus on outcomes rather than office hours
- ▶ Asynchronous workflows for global teams





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- ▶ Increased work-life balance for employees
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- ▶ Isolation and reduced team cohesion
- ▶ Difficulty in monitoring performance

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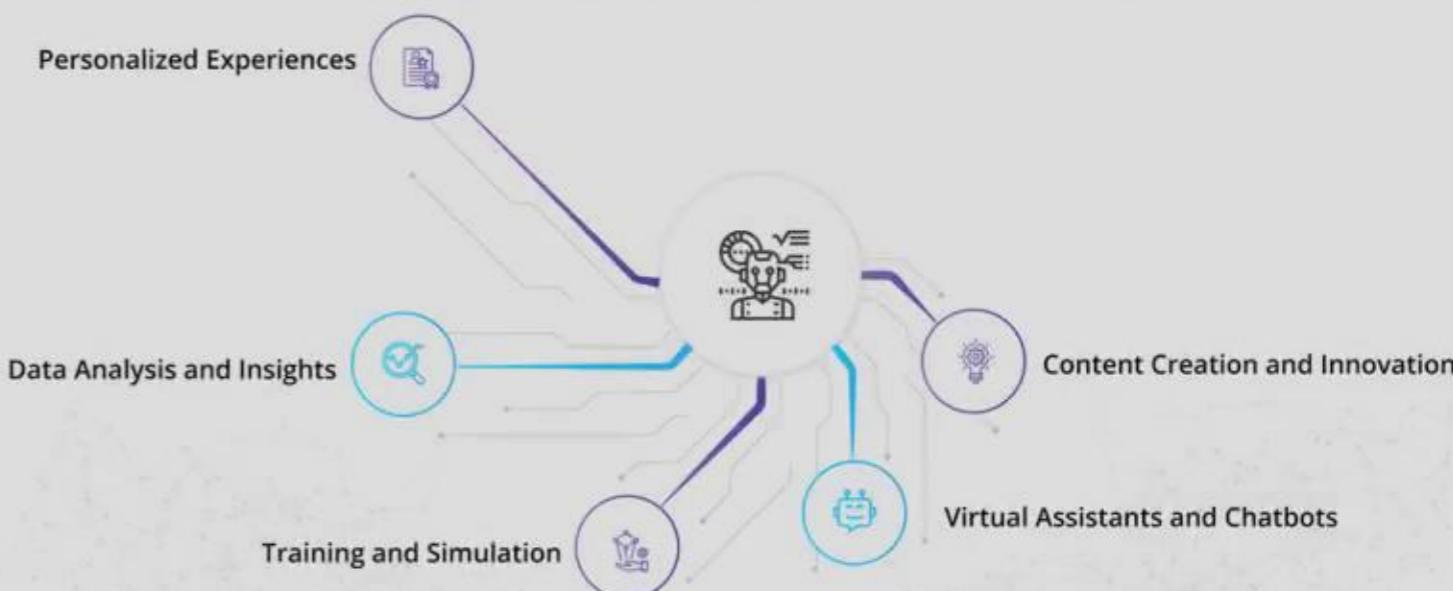


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Structures that integrate AI to enhance decision-making, operations, and innovation

### Characteristics :

- ▶ AI-driven analytics for real-time insights
- ▶ Automation of repetitive tasks to boost efficiency
- ▶ AI-powered communication tools for seamless interactions
- ▶ Adaptive AI systems for continuous learning





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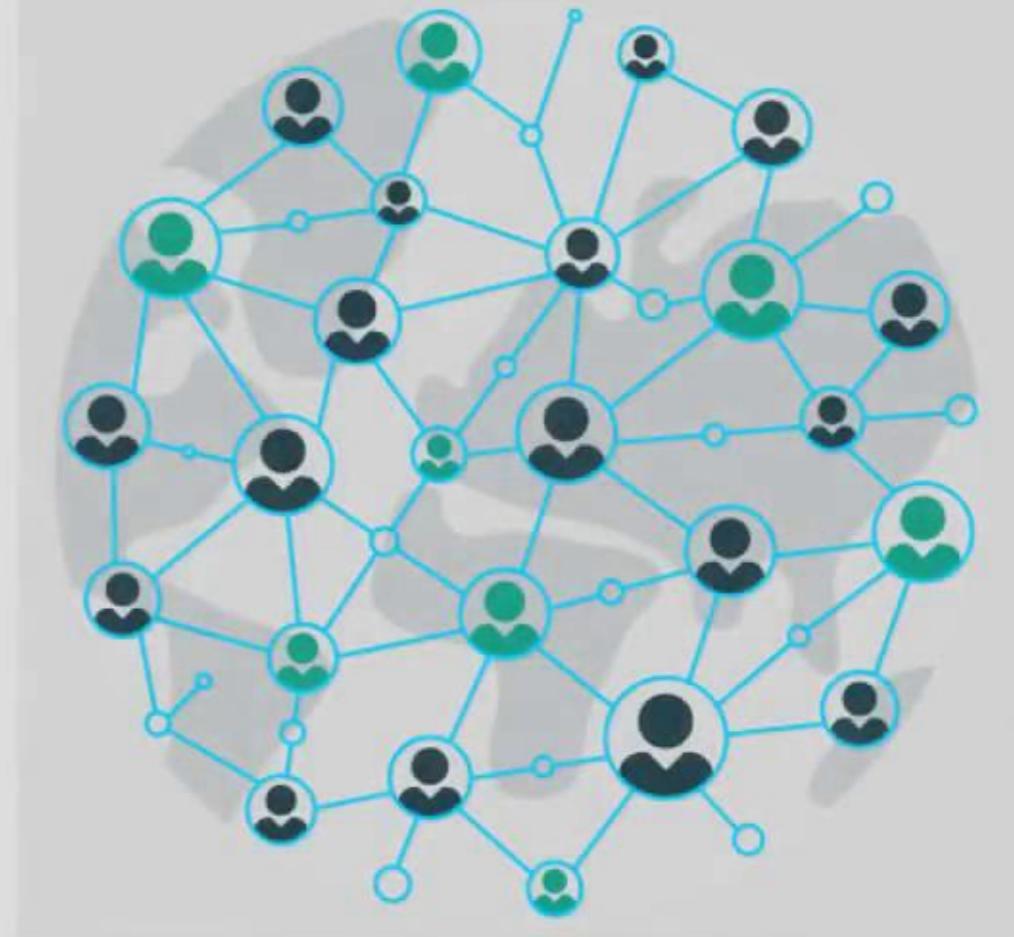
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Flexible, interconnected teams replacing rigid hierarchies

### Characteristics :

- ▶ Cross-functional collaboration
- ▶ Decentralized decision-making
- ▶ Dynamic team structures for agility
- ▶ Fluid, project-based roles

Network Organizational Structure





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## 7.3 Networked Organizations

### Advantages :

- ▶ Faster response to changes and challenges
- ▶ Improved innovation through diverse perspectives
- ▶ Breaks down silos for better teamwork



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- ▶ Coordination complexity in large networks
- ▶ Resource allocation issues due to fluid roles

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# **8.0 Challenges in Adapting to Technological Changes**



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## **8.1 Resistance to Change:**

- ▶ Employees and managers may resist adopting new technologies

# **8.0 Challenges in Adapting to Technological Changes**



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## **8.3 Skill Gaps:**

- ▶ Need for continuous upskilling to adapt to new technologies

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## 8.1 Resistance to Change



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Leads to slower innovation and lagging behind competitors



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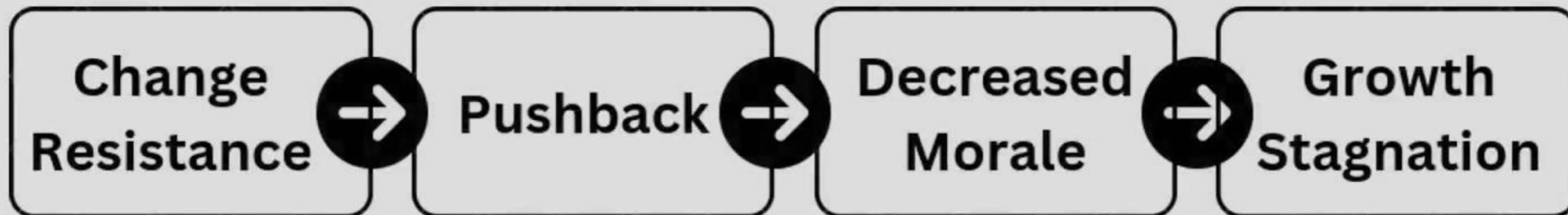


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Leads to slower innovation and lagging behind competitors

### Reasons ? :

- ▶ The lack of understanding of the benefits creates uncertainty
- ▶ The mindset of “if it isn’t broken, why fix it?”
- ▶ Concerns about job replacement by automation
- ▶ Poorly communicated reasons and benefits for the change lead to misunderstandings





## 8.2 Cybersecurity

### Risks :

- ▶ Increased Attack Surface; new digital tools and systems
- ▶ Data Breaches; leads to financial loss and legal penalties
- ▶ Insufficient Security Measures; outdated security systems
- ▶ Third-Party Risks; give attackers full control of the organization's systems and data

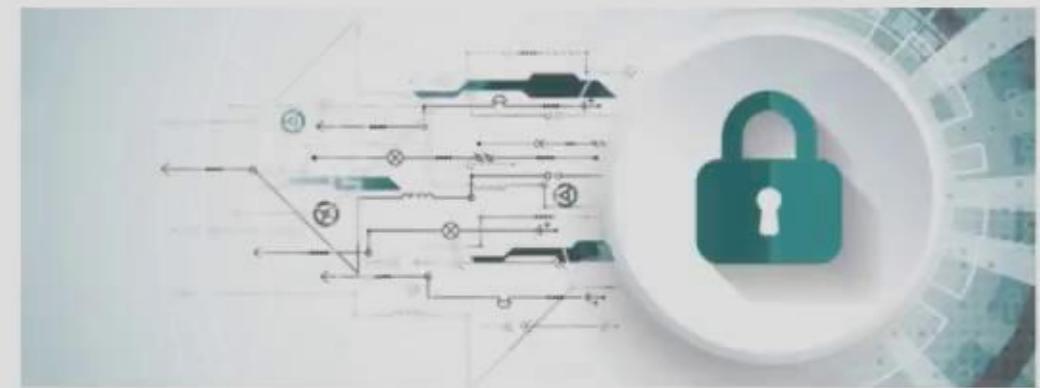
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### Solutions ? :

- ▶ Employee Training; on recognizing suspicious emails
- ▶ Data Backup and Recovery Plans
- ▶ Regularly evaluate systems for vulnerabilities and threats



## 8.3 Skill gaps

Reasons :





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- ▶ Insufficient Training Programs
- ▶ Resistance to Learning (8.1)



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**Impacts :**

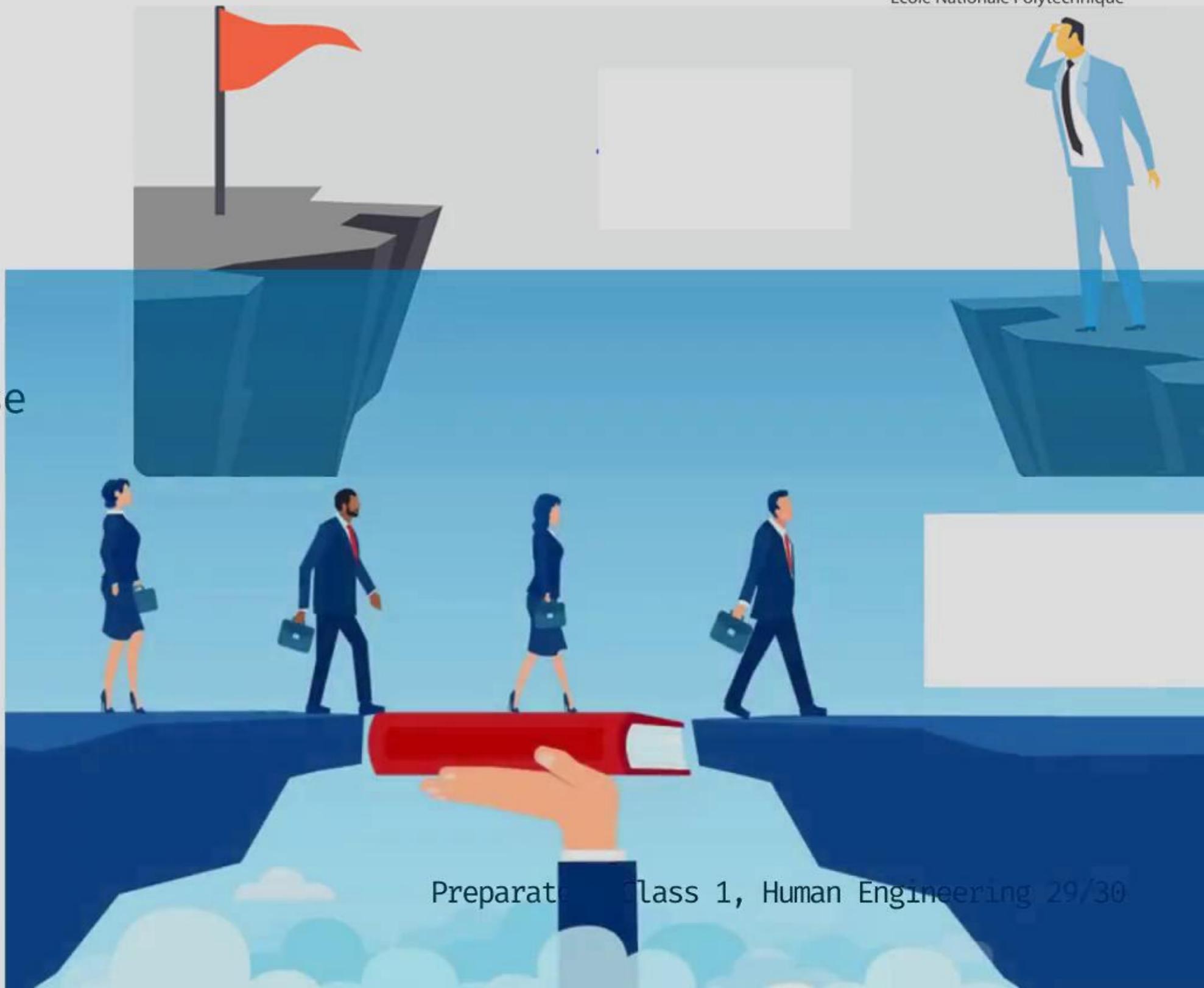
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Impacts :

- ▶ Increased Reliance on External Expertise
- ▶ Higher Turnover Rates
- ▶ Lower Employee Morale





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# THANK YOU!