An organizational chart, also known as an org chart, is a visual representation of the structure of an organization. It outlines the hierarchy of roles, responsibilities, reporting relationships, and communication channels within a company or any other entity.

1. **Traditional Organizational Chart**:
   * In a traditional organizational chart, the structure is typically hierarchical, with clear lines of authority and reporting. It follows a top-down approach, where power and decision-making authority flow from the top management down to lower levels.
   * The chart usually starts with the highest-ranking position, such as the CEO or President, at the top, followed by various departments or divisions, and then individual positions within those departments.
   * Each position is represented by a box or node, with lines connecting them to indicate reporting relationships.
   * This type of chart is often used in large, established organizations with a formalized structure and clear delineation of roles and responsibilities.
2. **Modern-Day or Customer-Oriented Organizational Chart**:
   * In contrast to the traditional hierarchical structure, modern-day organizational charts may adopt a flatter or matrix structure, emphasizing collaboration, agility, and responsiveness to customer needs.
   * Instead of focusing solely on internal reporting relationships, modern org charts may also include external stakeholders, such as customers, suppliers, and partners, to illustrate the interconnectedness of the organization with its ecosystem.
   * Customer-oriented organizational charts prioritize customer satisfaction and aim to align the entire organization around delivering value to customers.
   * Departments or teams may be organized around customer segments or specific product lines rather than functional silos, promoting cross-functional collaboration and a customer-centric approach.
   * Leadership roles may be distributed more evenly throughout the organization, with an emphasis on empowering employees at all levels to make decisions that benefit customers.
   * The chart may include flexible or dynamic elements to adapt to changes in market conditions, customer preferences, or business priorities.
   * They do not follow the strict hierarchical structure like traditional organizational chart.

Overall, while traditional organizational charts emphasize hierarchy and structure, modern-day and customer-oriented charts focus on flexibility, collaboration, and alignment with customer needs to drive innovation and competitive advantage.

Example:

Based on the overview provided, Google's organizational structure leans more towards a modern approach, although it does incorporate some elements of traditional structures.

Here's why:

1. **Flat Structure**: Google started with a relatively flat organizational structure, which is characteristic of modern organizations. This structure promotes collaboration, quick decision-making, and innovation by minimizing hierarchical layers.
2. **Matrix Structure**: Google employs a matrix structure, where teams are organized around specific projects or initiatives rather than strictly along departmental lines. This approach fosters cross-functional collaboration and agility, which are hallmarks of modern organizational design.
3. **Innovation Culture**: Google's emphasis on innovation, experimentation, and employee autonomy aligns with modern organizational principles. Initiatives like "20% time" exemplify this commitment to fostering creativity and empowering employees to pursue new ideas.
4. **Divisional Autonomy**: While Google has multiple divisions, each with its own leadership and functional teams, these divisions operate somewhat autonomously. This approach allows for flexibility and adaptability, characteristics commonly associated with modern organizational structures.