

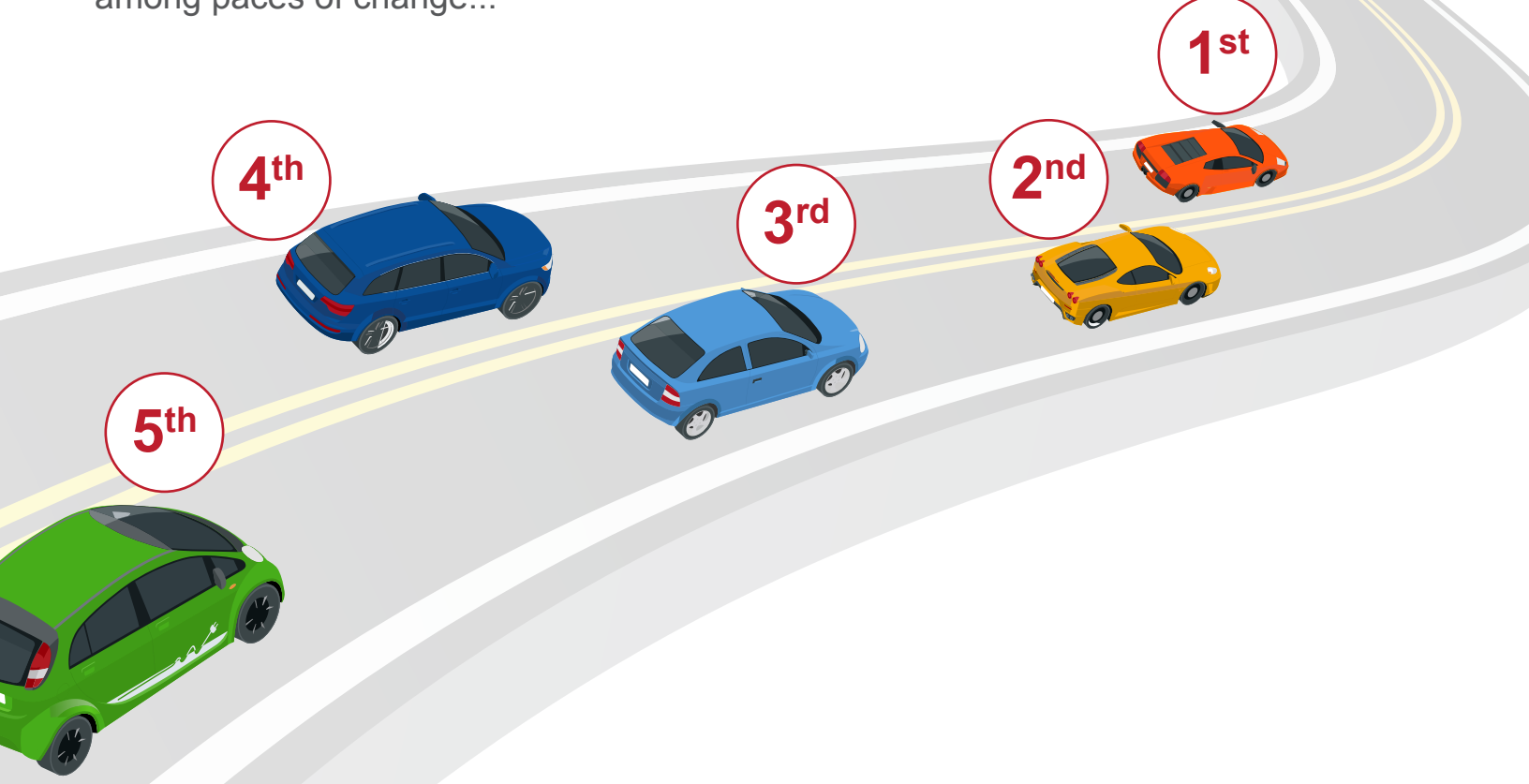
LEADING THROUGH DESYNCHRONIZATION

Desynchronization is caused by variances in the pace of change. It creates friction between individuals, organizations, and societies. A leader's ability to rapidly interpret and act on the pace of change will determine how opportunities and risks impact their business. Successful leaders must understand and appreciate not just the change, but why the pace of change is varying.

Take advantage of change.

WHAT IS DESYNCHRONIZATION?

Desynchronization is the phenomenon of change and the speed at which that change affects organizations, or the willingness of organizations to adapt to change. Cars traveling down a major highway illustrate the variance among paces of change...



Everyone is Traveling at Different Speeds

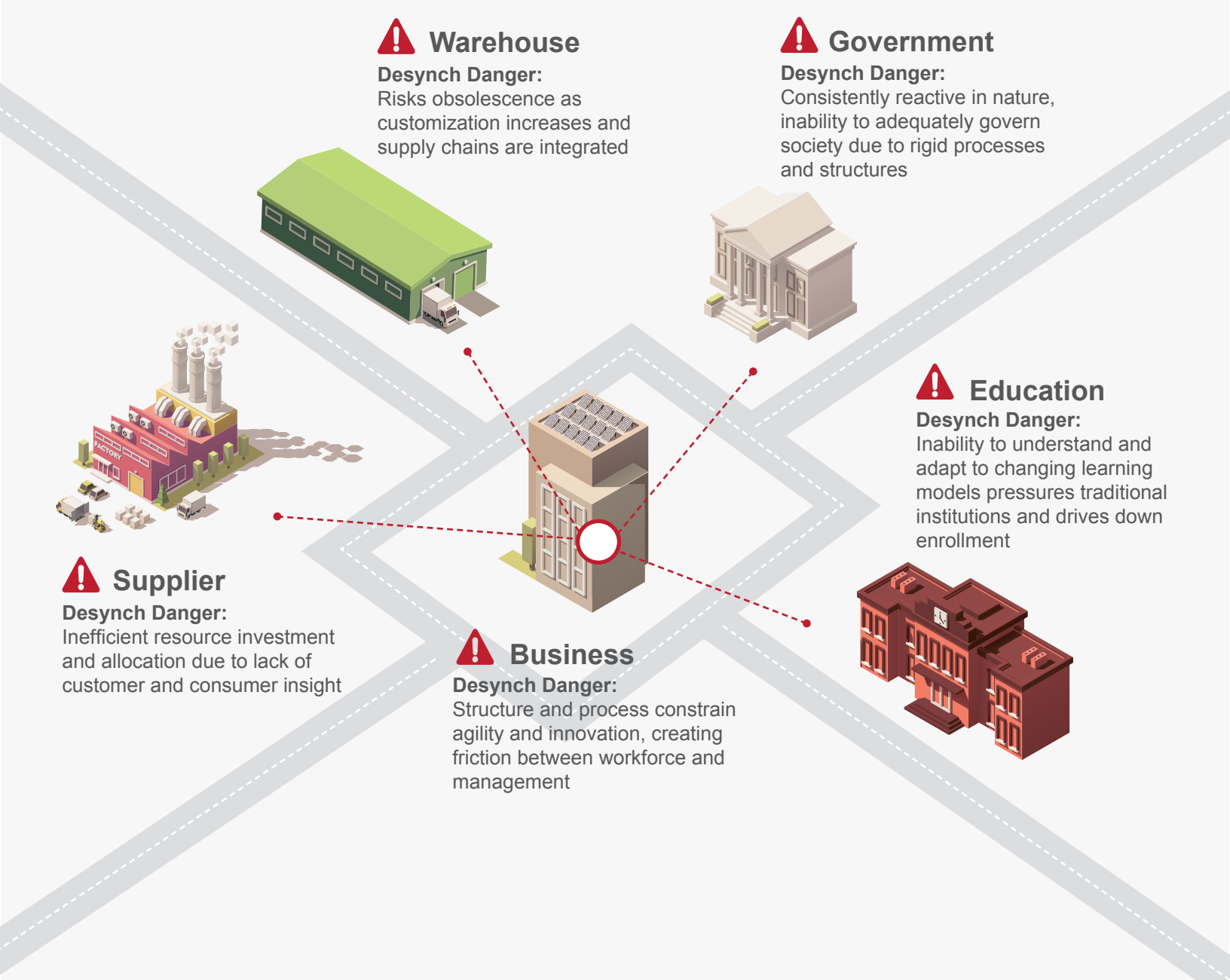
- 1st** **Industry - 100mph:** Institutions that adapt to suppliers, distributors, manufacturers, customers, and employees. They change the fastest.
- 2nd** **Civil Society - 90mph:** Organizations connected to their membership and organized similarly to industry. They rapidly adapt to change.
- 3rd** **Bureaucracies - 25mph:** Career and political leaders that change with administration and often have opposing views. These have difficulty adapting to change.
- 4th** **Education - 10mph:** Systems that are built for mass production of tomorrows workforce. They are unable, and often unfunded, to adequately adapt to the new norm of change.
- 5th** **Law - 1mph:** Systems that are bogged down by varying political influences. They change at a glacial pace.



WHAT CAN GO WRONG?

The affect of the varying pace of change is most directly felt on the economy. The new "normal" deals with global influences, empowered workforce, customers, suppliers, distributors, and manufacturers – each with unique and varying policies, processes, technologies, systems, and structures.

The result of poor leadership is a suboptimized business that becomes bogged down in the tyranny of today.



HOW CAN YOUR ORGANIZATION ACCELERATE THROUGH DESYNCHRONIZATION?

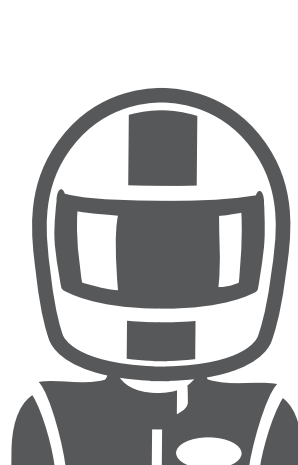


1. Be aware and appreciate that every part of an ecosystem is a sensor that should inform one's understanding of the pace of change.
2. Create a taxonomy that allows leaders to understand the different lexicon throughout the ecosystem. Consumers, producers, and suppliers will refer to similar items using different terms, and increased desynchronization will only add friction and confusion to the broader ecosystem.
3. Enable a culture that encourages communications while enabling, empowering, and enhancing workforce and customer outcomes.
4. Create an analytic capability that takes in the information collected on change and the pace at which it's moving.
5. Turn information into intelligence to enable decision making at all levels within the organization.

Leaders must understand the second and third order impact of inconsistent change – both within and external to their organization – and offer solutions to best adapt to this desynchronized environment.

Think, don't just act...

Toffler Associates helps you understand why the pace of change is evolving and what it means to your organization.



Contact us to start a conversation!

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Risk Management • Organizational Transformation**



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