

***Viral Change*TM sees a different implicit model of the organisation¹**

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In my document, [Viral Change vs. traditional change management](#), I told you I'd be looking at the differences between Viral Change and traditional change management. Here is the first instalment: how the 'concept of the organisation' is different.

The conventional approach sees the organisation as machinery of bits and pieces linked by a sort of mecano-hydraulic dynamics. Information, guidelines, pressures, support or anything that flows inside, does so mainly top-down. Pushed from one side, it will have consequences on the other side. 'Corporate goals are my objectives; my objectives are the basis for yours (direct reports)', etc. Life percolates down the organisation chart or its 'collaboration by design' spaces (mainly teams). The pre-determined 'plumbing system' described in the organisation chart is the communication highway. Influence and power are assumed to flow down the plumbing system.

Viral Change takes a different view, one where the organisation is better explained as a living organism sharing many of its characteristics. There is a formal structure of authority (represented by the organisation chart) but, beyond this, there is a multi-directional flow of influences and other dynamics. Self-adaptation and re-configuration are key to survival and grow mechanisms. Managerially, it doesn't discard a structured system of goals, objectives, etc, but it is less concerned with absolute consistency in 'cascades' as long as there are a few overriding strategies and directions. An incredibly rich 'network world', often invisible, coexists with the plumbing system

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You can read more about the other differences by choosing from this list:

2. [There are different 'structures' in Viral Change.](#)
3. [Viral Change distributes people differently.](#)
4. [There are different processes and systems.](#)
5. [The view on cause-effect and interventions in organisations differs.](#)
6. [Viral Change has a different formal process for 'the change management programme'.](#)
7. [There is a difference in the conduit of change.](#)
8. ['Change management' is different through Viral Change.](#)

If you want to read more about *Viral Change*, you can read it all in my book of the same title: [*Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations.*](#)