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THE CHALFONT PROJECT
ORGANISATION ARCHITECTS

Different structures in *Viral Change*™[1]

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The second difference between Viral Change and the conventional change management approach shows that Viral Change sees the 'structures' of the organisation differently.

In **the conventional approach**, connections are established in a tree-like way. Organisation of 'collaborative spaces' takes place mainly by design: teams, task forces, committees, 'solid lines' and 'dotted lines'. There is acknowledgment of the existence of a looser network of connections but it's mainly seen as noise, or an informal communication system which is impossible to tap into, quantify or manage.

Viral Change sees the organisation as a complex system of connections, with high adaptation capabilities. Some of the connections have been formalized by design, providing relatively stable platforms of collaboration (teams, etc.) This designed architecture is superimposed to a far bigger and looser, non-designed, ('emergent') network of connections, or structure. A healthy dynamics between the 'designed' and 'emergent' is the key for effectiveness and success.

[1] **Initially posted on www.viralchange.net, March 2008**

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

1. Viral Change sees a different, implicit model of the organisation.
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*.

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