



Survival of Creativity in a Growing Organization

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Once upon a time 3 guys
decided to create a company



It was year
2000



A close-up photograph of a small, vibrant green seedling with several leaves growing out of a deep, dark crack in a light-colored, textured concrete surface. The crack runs diagonally across the frame. A soft shadow of the plant is cast onto the concrete to its right.

The guys sowed a seed

If the whole personnel fits
into one car...



The background of the slide features a network diagram. It consists of a central dark blue horizontal band. Above and below this band, there are white circular nodes connected by white lines. Each node contains a colorful, stylized human figure with arms raised in a 'V' shape. The figures are in various colors: red, orange, yellow, green, blue, purple, and pink. The overall layout suggests a network or organizational structure.

But the personnel increased



Big office

A large, full-canopied green tree stands on the left side of a vast, flat green field. The field is covered with numerous white dandelion seed heads in the foreground. The sky is bright blue with scattered white clouds. The text "Seed turned to a beautiful green tree" is written in bold black font in the upper right area.

**Seed turned to
a beautiful
green tree**



We have grown up



Something was wrong

Switch work seats?



Business consultants?





We need a special treatment

The image shows a group of business professionals in a modern office setting. They are silhouetted against a large window that looks out onto a bright, hazy sky, possibly at sunrise or sunset. The office floor is highly reflective, creating clear mirror images of the people and the window. The overall mood is professional and dynamic.

The company grew

Creativity, RnD, innovations???





The Good News

The Adizes institute



**We started
changes.**



**Business companies
are governed by
natural laws**



Some of them just born and die



**Some of them
commit a suicide**





Company's structure

**We acknowledge the root cause
of the problems**





We started treatment

How to ensure the spirit of entrepreneurship over all organization?



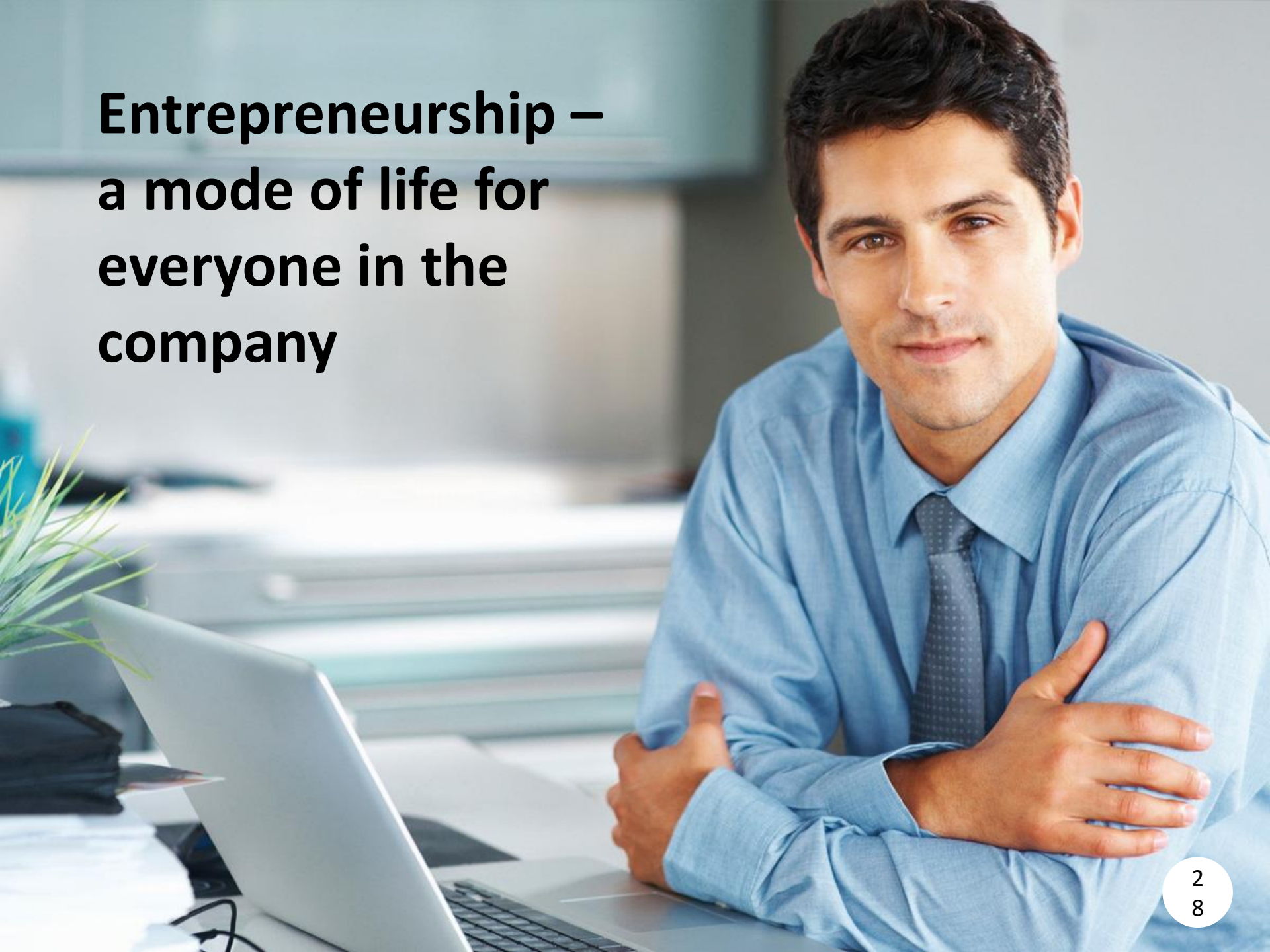


**Identify creative personalities and give
green light for initiative**

Micro world



**Entrepreneurship –
a mode of life for
everyone in the
company**





Thank You!