

The lost souls of organisations

 By [Naseem Javed](#)

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Who is next after FIFA?

It's too obvious that major organisational structures, institutions and powerful bodies all around the world, once legends in their own times, are now increasingly losing their souls...

Whatever the cause, whatever the problem, it's obvious as daily media tries hard to be gentle while globally recognised mega identities drown in their own controversies, scandals and self-inflicted fiascos. Today the "soul" of an organisation is the most important component of any organisational structure and leadership anywhere in the world must know how to guard them.

It seems the infestation of becoming 'soulless' is a new universal problem

Organisations are like people; some are attractive and pleasant, some are dull, boring and unpleasant. Some full of soul and some soulless or simply dead. The overly crowded world of business, with a billion-plus big and small organisations, merrily engaged in doing their own things, but only a very small, miniscule number can pass the acid test for having all the components to march forward on the runway of global spotlights, while the rest try to hide under the desk or roll over and play dead in fear of upcoming scandals.

What organisations need today... and so badly?

The Face:

An organisation without a face is no organisation at all. Their identity is their face, an open, welcoming face with distinct features, the identity of the organisation speaks volumes about its power, otherwise it simply gets lost in the crowd and ignored.

The Image:

An organisation without a persona has no life. Image is critical for defining the goals, personality is essential for the execution and style as it differentiates between beautifully architected planning and the unplanned dumping of disconnected ideas.

The Body:

Organisations are living organisms and only healthy teams provide that healthy mind and body to the structure. Today's failing organisations have visibly unhealthy leadership causing physical collapse for not being able to cope with global age skill demands and extreme stamina.

The Integrity:

Organisations without integrity are only manipulative schemes. The most rewarding component of any organisational mandate is to serve mankind with integrity and create long-term trust. Otherwise it's on the wrong path.

The Cause:

An organisation without a cause is no organisation. Cause defines the reason of such an assembly of talented people and innovative excellence, otherwise it's a hangout or just an ordinary mob. Organisational structures should serve a cause of mankind and bring proportional prosperity along the way.

The Longevity:

Organisations must have timelines. Longevity planning matures and grows the organisation in the right way. Timelines and well-planned execution determine respectable outcomes along the journey. Long-term vision is critical to ensure smooth passage.

The End:

Organisations must know their starting point and finish line. Today's global age demands require a full body of measured timelines under a bigger philosophy; a clear starting point and a well-defined and articulated end, as nothing is permanent and mandates must be clear with objectives; specific goals from start to finish.

Careful identification of the hidden symptoms can demonstrate why most organisations already died decades ago but still seem alive as totally dysfunctional organisms only spreading more corporate disease. They are liabilities on the system and causing havoc and disorder.

Organisations must prove a justifiable-sustainable cause for their existence.

The Adjustments:

Organisational leadership and personal development is an inspirational trajectory and those eager to conquer and master new global-age philosophies and execution styles must study the new image supremacy protocols and innovative excellence tasks towards 2020. Organisations with soul are liked, respected and get accepted by the global mind share, such processes bring prosperity and happiness to mankind, the rest struggle and eventually die... soulless.

ABOUT NASEEM JAVED

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