



# Designing in Fog

**Organise For Success**

through organisational consultancy







# Organisation Design and Development Trends

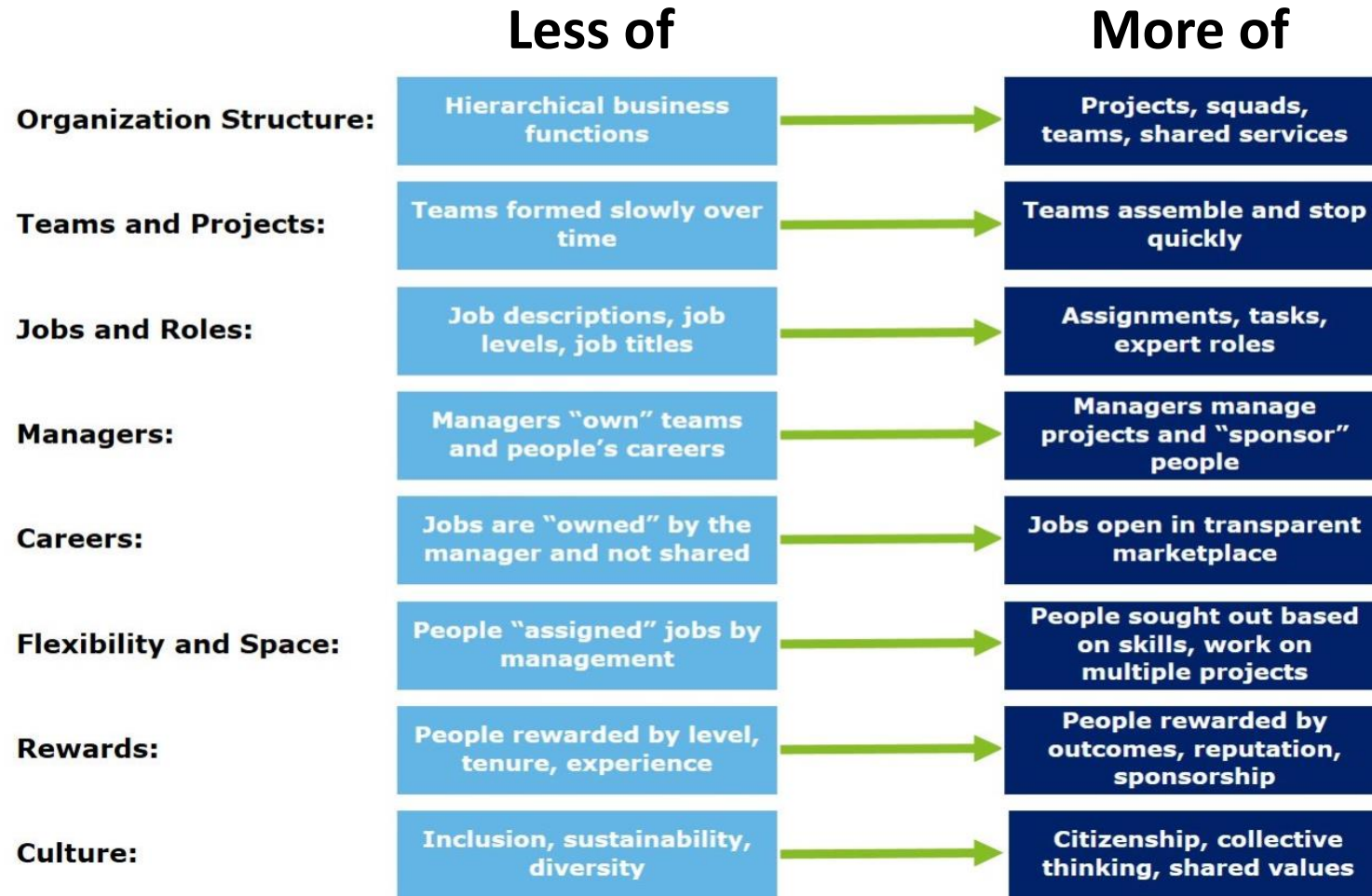


Image adapted from Bersin by Deloitte

“The next generation of organizations will be made by developing.....  
contextually unique solutions to emerge and adapt based on a coherent whole”  
Dave Snowden

# Case Study – Real Estate

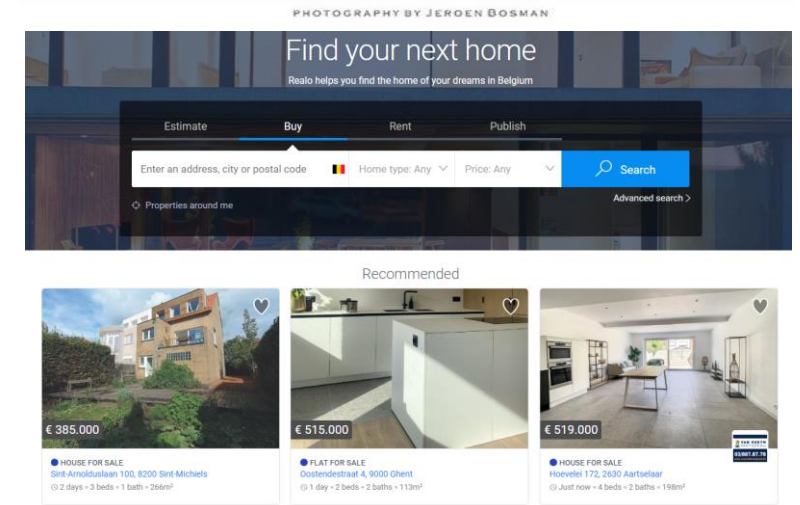
The real estate market across Europe has undergone massive disruption moving **from paper catalogues to digital platforms** as customers **needs for immediacy, access to property and geographic information** have increased.

To increase market penetration and move with customer channel preferences these individual **companies** were in the process of **moving from paper to digital platforms**.

A number of real estate companies had been acquired by a venture capital company.

The VC created a group structure to create **centres of excellence for platform, digital product, analytics and growth marketing functions at group level**. Sales organisations remained **within individual countries**.

Note: Some details are modified to maintain confidentiality







Create a healthy environment for your people





Digitise or die!







### Hag Farm Road, Burley In Wharfedale, Ilkley

Detached | 5 | 3

The Gables is an elegant, Edwardian, family home of the highest calibre. Extensively and sympathetically updated by the current owners, it combines some charming, original features with stunning, contemporary styling. Situated in delightful, expansive gardens and enjoying ultimate privacy and mag...

Added on 16/09/2022 by Harrison Robinson, Ilkley



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SUBSTANTIAL PLOT




## Over 60? Would you like an instant boost to your onward budget?

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### Graham Road, Sheffield, S10

Detached | 14

A RARE REDEVELOPMENT/DEVELOPMENT OPPORTUNITY - SUBJECT TO THE USUAL CONSENTS - PRESTIGIOUS AND SIGNIFICANT PERIOD RESIDENCE WITH COACH HOUSE, STABLES,


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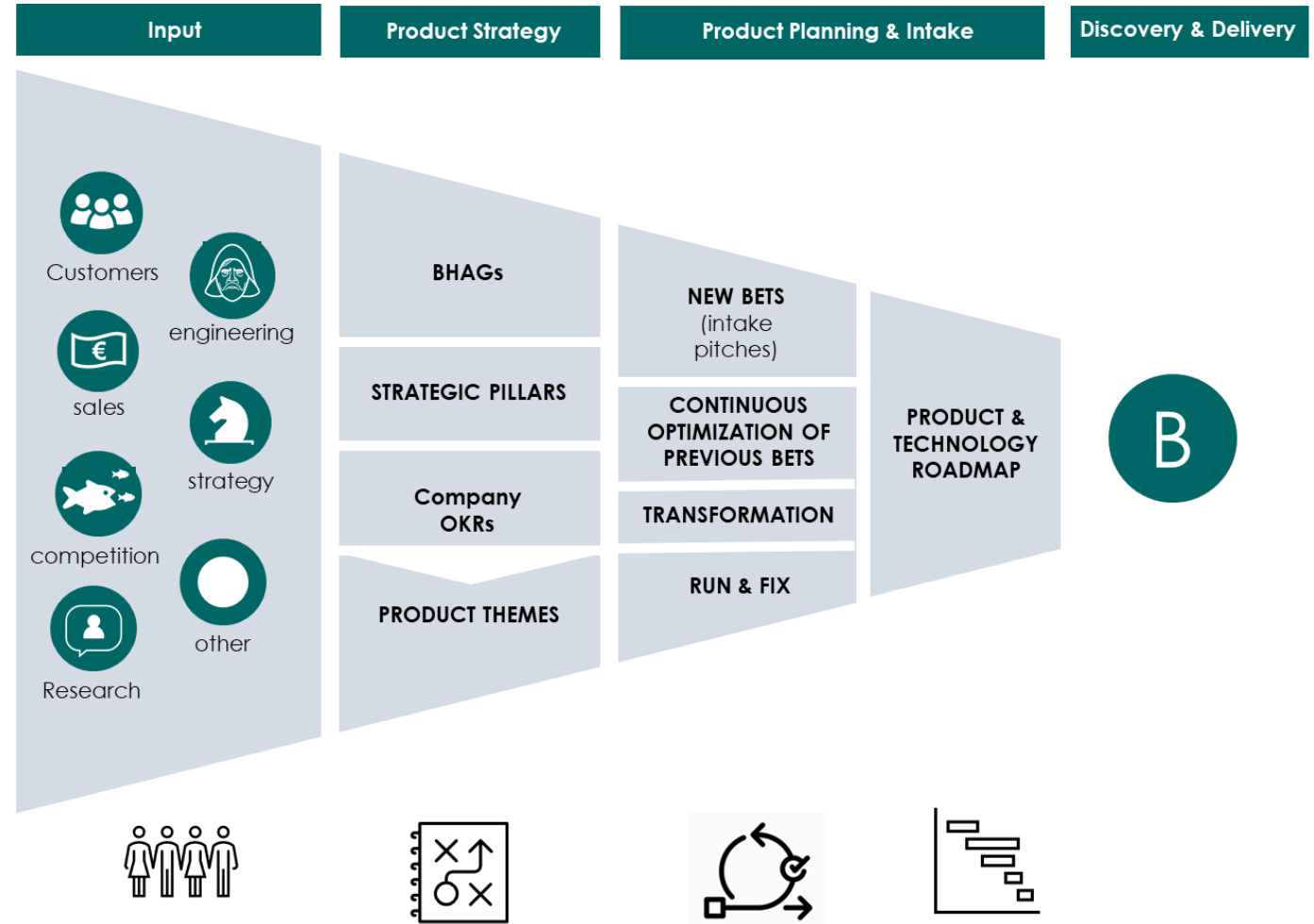
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Take a partnership / ecosystemic view

- **Open source innovation** engaging customers, suppliers, partners & free radicals
- **Operational efficiency**, using continuous improvement to drive efficiency through marginal gains
- **Exploring fresh thinking**, running experiments, scaling successes, redistributing resources from failures

A



B

The innovation imperative....discipline



# So what can you do tomorrow?

- Trust your people
- Create a healthy environment
- You need to look both ways
- Develop collaborations
- Innovate, innovate, innovate



# Q&A



“Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage to move in the opposite direction.”

Ernst F. Schumacher, *Small Is Beautiful*

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