

Chapter 6

Exponential Organizations

Presleyson Plínio de Lima
Universidade FUMEC, Brazil

ABSTRACT

Model and manage the business holistically to drive exponential growth. Knowing the potential of information and knowledge, as well as how it revolutionized the way of life today and the opportunities that arise from it, apply solutions that can increase the scale of operations without incurring high costs, as was the case with traditional economies of scale. Recognize the importance of migrating from a linear and sequential business model to one in which processes are more flexible and exponential thinking. This chapter explores exponential organizations.

INTRODUCTION: EXPONENTIAL ORGANIZATIONS

Importance and Definition

In this text we will know the future, startups that are totally related to this subject, no company will be able to drive the pace of improvement defined by exponential organizations (ExOs) if they are not prepared to accomplish something drastically new, a new look of the organization that is so technologically intelligent, comfortable (Ismail, 2018).

The authors of the books have explored in detail the patterns of ExOs. They choose between the world's most popular ExOs nowadays, such as: Waze, Tesla, Airbnb, Netflix, Google and others global leaders and researchers who present a new broad insight into technological business and trends that could be used in startups, medium and large companies (Ismail, 2018).

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The author explains that ExOs achieves impact and growth disproportionately at least ten times more than other companies in the sector, this is because they applied disruptive organizational techniques that promote their results (Ismail, 2018).

The first step for ExOs's designing is the exposure of a massive transformative purpose (MTP). The creation of a MTP is a kind of mission written clearly, directly describing ambition, that is, a purpose needs to be transformative and needs to be massive. If you can find this purpose it will create a gravitational force and attract the best employees, investors, consumers to your organization you need to capture people who are inside and outside your company (Ismail, 2018).

Google's employees know the MTP, which is to organize the information of the world, the MTP of TED is, ideas deserve to be spread and singularity university is positively impact 1 billion people, Xprize Foundation, promote radical advances for the benefit of humanity, the MTP does not report what the company does, but, what she aspires to. To accomplish it is indispensable to think big, so that the business model is adequate because if the company thinks small and exceeds its goals will be completely adrift sailing in a sea where it did not plan to be even a small company can think big, and today's ExOs has no embarrassment to declare they want to do miracles (ISMAIL, 2018).

If you want to build an exponential organization, start by selecting a MTP. And answer the question: What big problem does my organization seek to solve?

Innovation has emerged causing numerous unexpected changes in various sectors of society creating business and changing habits (Ismail, 2018), the world in which we experience is an exponential reality.

To understand exponential growth, imagine that you take 30 steps one after another, one meter, each, the growth of your steps will be linear and not exponential. With linear growth it is easy to imagine the distance you will be at each step and even easier to imagine that at the end of the 30 steps you will be 30 meters from where you started. The same does not happen if you take 30 more exponential steps, i.e. and bend the distance traveled each step such as 1, 2, 4, 8, 16, 32 and so on in the 30th step you will have a billion meters, or given 26 times the turn around the earth.

Researcher Gordon Moore, co-founder of Intel, published in Electronics Magazine a scientific paper in 1975 with the prediction that the number of components of a computer chip would double every two years, that is, the speed and performance of computers would also increase exponentially every two years this prediction proved extremely accurate and today we know that it also applies to other areas such as nanotechnology robotics, genetics and 3D printing (Ismail, 2018) and (Moore, 1965).

In the linear organization or traditional enterprise is limited to missing resources and the ExOs, one of the keywords is affluence. A way to understand the dissimilarity between an ExOs and a linear one, or exponential progress and linear progress, see Figure 1 below.

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