

SHAPING THE ORGANIZATION OF TOMORROW ON THE EXAMPLE OF START-UP

What could possibly the organization of tomorrow be like? The aim of this poster is to analyze the topic and provide key elements of the future organization illustrated by a truly incredible start-up.

FUTURE ORGANIZATION

The organization of tomorrow is a term that can only be discussed and defined by today's standards. Those who try to capture the meaning of it, bring up the need to invest in **human capital**, **natural environment** and caring for the **society's well-being** as a foundation¹. Organization of tomorrow will have to not only satisfy its clients in terms of quality services and products offered, but also function as an **educational establishment** for adults². It should **discover talents**, **improve skills** of its employees, bring **professional fulfillment** and also care for its specific **culture and standards**³. It is believed that besides from new technologies and know-how, values of a company determine its identity.

ASSUMPTIONS⁴

- Transferring own value system
- Appropriate purpose employees qualifications
- Widening of knowledge
- Pushing the limits
- Activation in the sphere of social life
- Employee motivation and commitment
- Creating space for the change and learning

INFORMATION CREATES SUCCESS

Knowledge will be the most important factor which can create competitive advantage⁶. The organization of tomorrow should be a **data-based** business. Of course, the key is how to competently use information. Thanks to that, the company can achieve goal (success). Having as much information as it is possible is not a good way. Selecting is the solution⁷.

LEARNING IS THE FUTURE

The organization of tomorrow will, in some way, share the characteristics of a **learning organization**. Its features⁵:

- Creating and collecting knowledge
- Energy** and effort
- Space for **improvement** (conscious improvement)
- Employees' responsibility for their own, personal development
- Searching **new solutions** and learning how to find them
- Shaping the **environment**
- Permanent capacity building
- Innovations

DEVELOPMENT

It is undeniable that development is an inseparable element of every organization. What's more, it is one of the most effective ways to shape the company. Not only does it create the spheres of company's functioning, but also allows to compete effectively on the market. Thanks to that, it is possible to achieve new/better position⁸.

WHAT IS A START UP?

It is hard to say what exactly concept start-up means, however there are some specifications which characterized this topic. Originally start-ups are all **new entities**. They are coming into the market in hopes that their development will increase innovativeness and also step on economic development. Start-ups associate with conducting businesses in its initial phase and also with **implementing innovations**. These innovative entrepreneurs can be distinguished by their **unique abilities**¹⁰.

QUALITIES⁹

- Creating the value chain- **common good** of suppliers, customers
- Closeness to the client, listening to their needs, trust
- Flexible response to the changes
- Being capable of **constant changes**, searching **new advantages**
- Human capital as the most important asset
- Managers should coach others, not overuse power

IMPOSSIBLE FOODS AS AN ORGANIZATION OF TOMORROW¹²

- Innovativeness: selling unique products –meat from plants
- Competitive advantage because of innovative and ingenious technology
- R&D team helps with solving the pressing challenge of the 21st century – climate change
- Serving not only customers, but environment
- Conveying educational message
- Sense of responsibility is a business fundamental
- Cooperation: company, suppliers, customers
- Sustainable food system
- Values: zero waste, reducing carbon footprint/ water footprint, protection of natural environment, business responsibility

WHAT IS IMPOSSIBLE FOODS¹¹?

- Company on a mission to restore **biodiversity** and **transform food system** by making **meat, fish and dairy from plants**
- Founded in 2011 by Dr. Patrick O.Brown with headquarters in California, USA
- Currently available in USA, Hong Kong, Macau and Singapore

MEAT FROM PLANTS?

Exactly that! Impossible Foods uses technology extracting a special molecule present in animals and plants called heme that actually causes meat to taste a certain way¹³. Learn more at impossiblefoods.com

The changing world does not let organizations rest so they must come to terms with the inevitable need for change. Based on the analysis, future organizations would need to invest more in human capital, take serious measures to reduce the negative impact on the environment as well as constantly search new ways to improve in other areas such as technology. But who could know for sure, what the future holds?

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