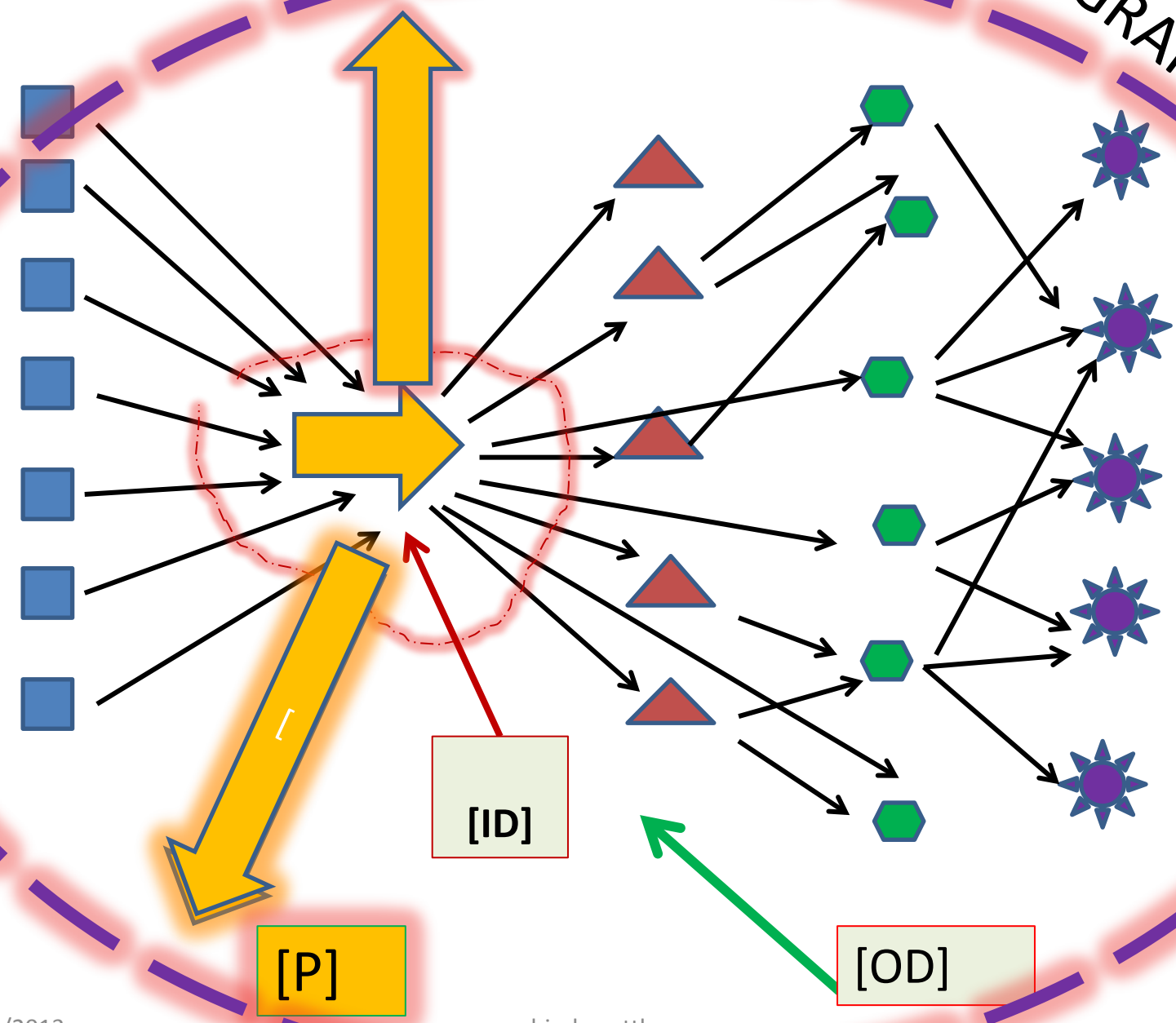


**STRATEGIC MODELS
AND MANAGEMENT (5)
MSc Project Management
November 2013**

ORGANIZATIONAL GRAMMAR

PROFESSOR ROBIN MATTHEWS

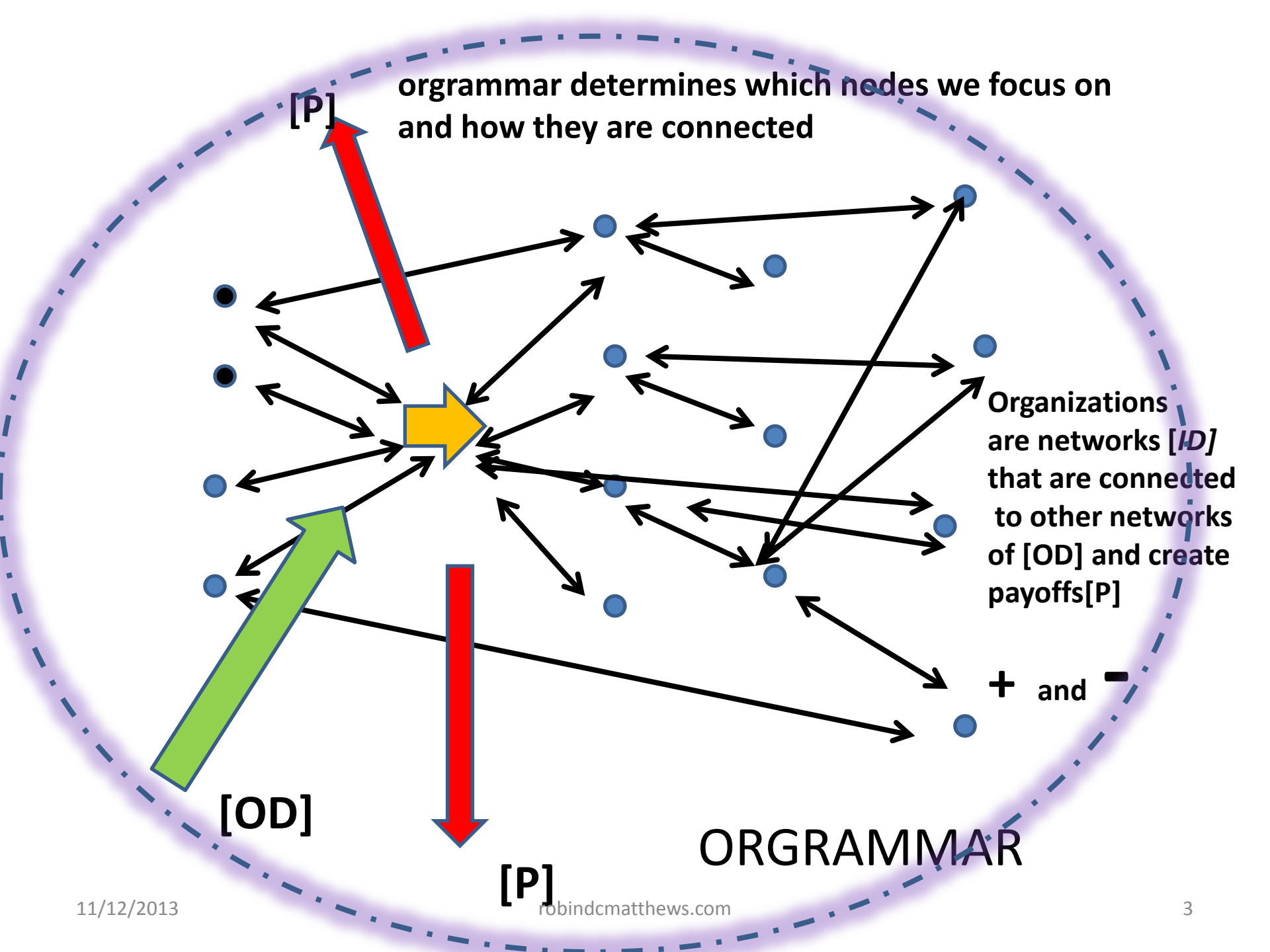
ORGRAMMAR



[P]

[ID]

[OD]



ASSETS (CAPITAL)

- **TANGIBLE**

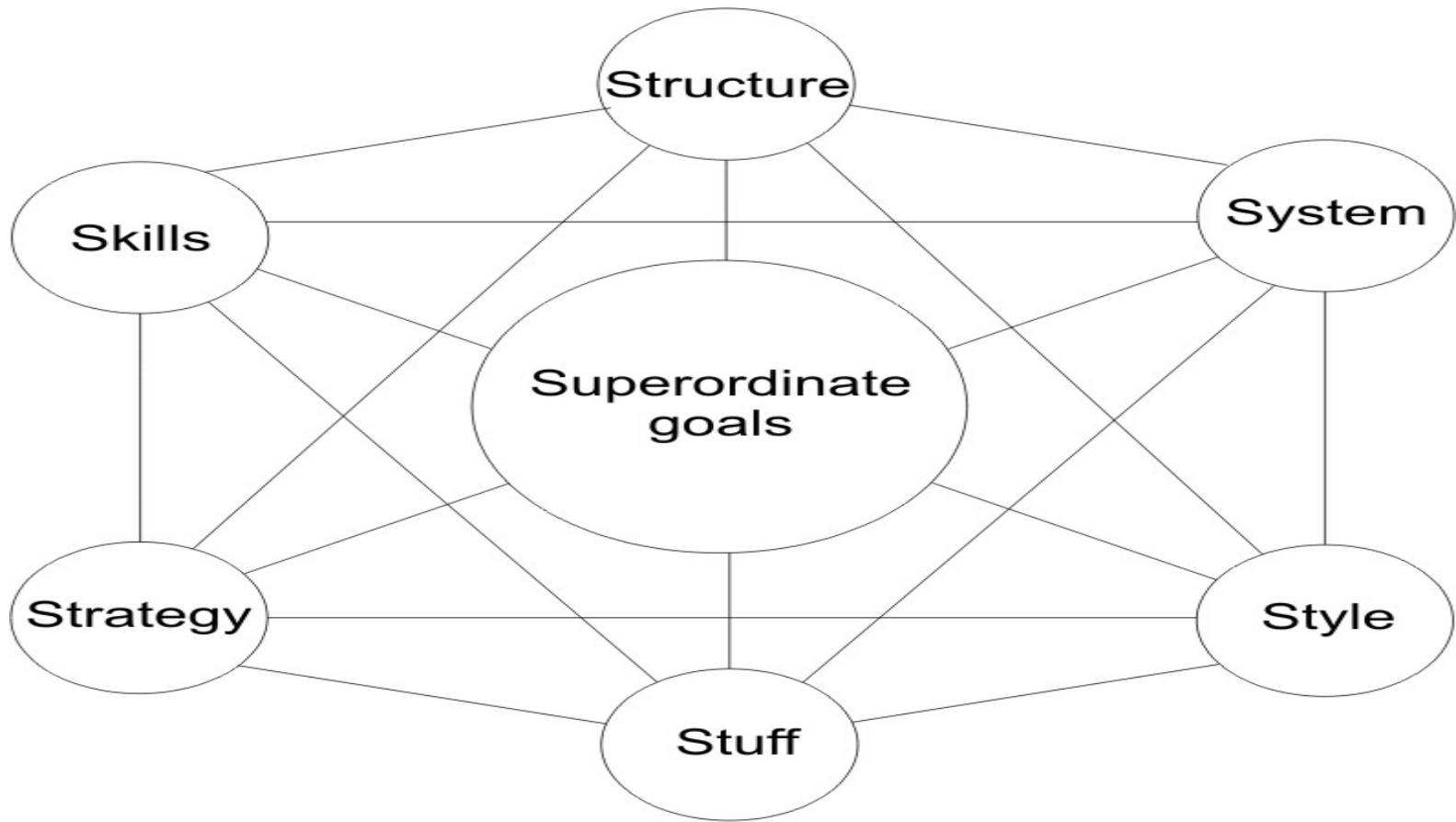
- Physical capital
- Financial capital
- People- human capital
- Working capital
- **Systems**
- **Structures**
- **Architectures**

**Information
Knowledge
technology**

- **INTANGIBLE**

- **Social capital**
- **Cultural capital**
- **Reputation**
- **Brands**
- **Relationships**
- **Trust**
- **Learning**
- **Creativity**
- **Mind sets**

Part of grammar of organizations

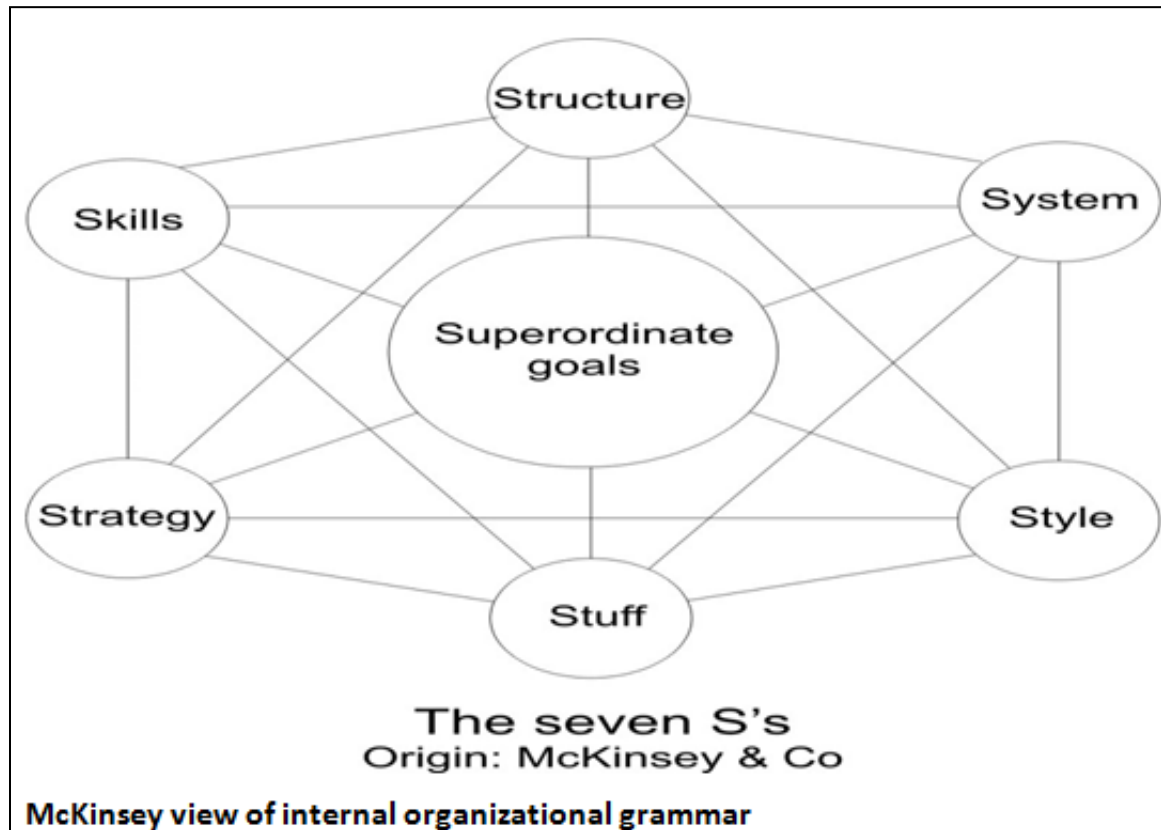


The seven S's
Origin: McKinsey & Co

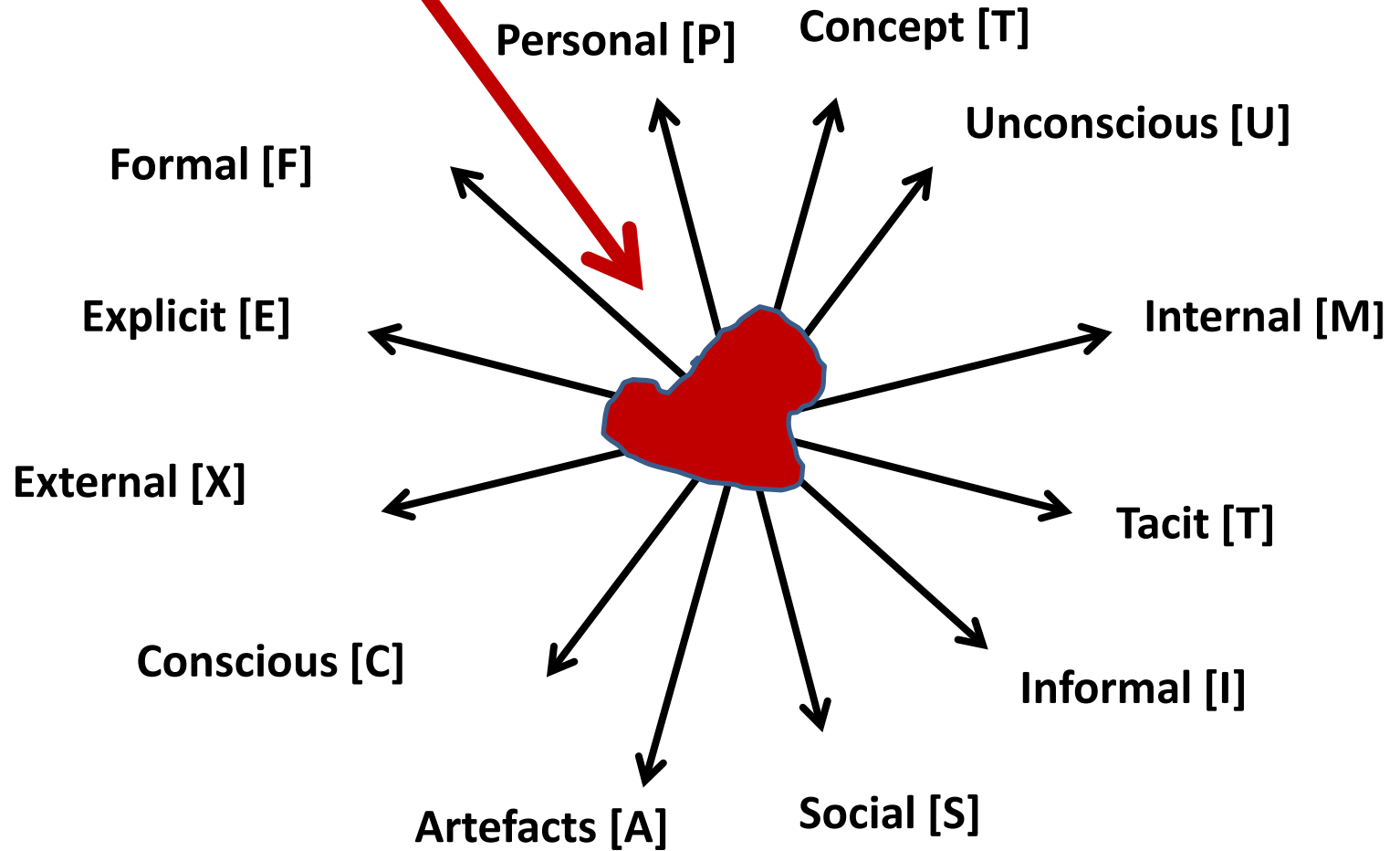
McKinsey view of internal organizational grammar

DISCUSSION

Give examples from your knowledge and experience to illustrate all the categories in the diagram below



**GRAMMAR INCLUDES
ALL THE ELEMENTS IN
THE DIAGRAM**



ORANIZATIONAL GRAMMAR

- **Orgrammar**



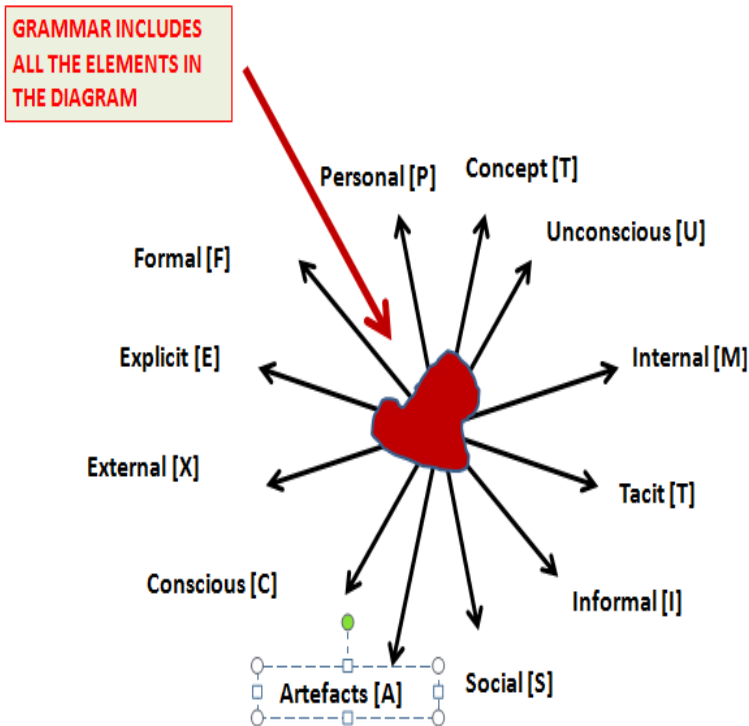
Introduces structure/organization

Establish meaning/sense making

- describes the rules that operate in societies/organizations/institutions
- includes explicit, and implicit laws, regulations, traditions, cultures and mind sets external and internal to an organization.
- enables us to make sense of organizations
- introduces order (organization)
- is reflected in artefacts

DISCUSSION

Give examples from your knowledge and experience to illustrate all the categories of grammar in the data below



ORGANIZATIONAL GRAMMAR

• Orgrammar

Introduces structure/organization

Establish meaning/sense making

- describes the rules that operate in societies/organizations/institutions
- includes explicit, and implicit laws, regulations, traditions, cultures and mind sets external and internal to an organization.
- enables us to make sense of organizations
- introduces order (organization)
- is reflected in artefacts



**Small
Worlds**

**6 degrees of
separation**

**Paul
Milgrom**

DISCUSSION

APPLY THE DIAGRAMS BELOW TO GRAMMAR ESPECIALLY IN RELATION TO MARKETING

