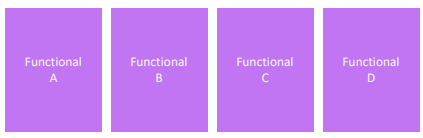# Top 6 Tips
Organisation Design (OD)

OD is where decisions are made about how to organise the work and people in a company in order to best achieve its purpose (its goals, aims or strategy)..

This overview provides examples of the top 6 types of design that you could consider for your organisation. If you want to consider the design of your organisation in more detail then please contact andrew@penker.co.uk
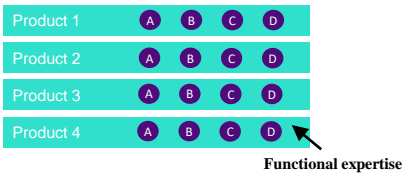
Customer/Geo (User)

Market 1	Market 2	Market 3
A B C D	A B C D	A B C D

Functional expertise

If organisational drivers require:
• Sensitivity to local requirements
• Rapid response to local needs/opportunities

Process (Activity)

A → B → C → D

If organisational drivers require:
• Short cycle times
• Close control

Functional (Activity)

Functional A	Functional B	Functional C	Functional D

If organisational drivers require:
• Specialised skills
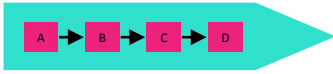• Specialist functions serving multiple 'customers' or constituents

Network

Partner ↔ Firm ↔ Partner
Firm ↔ Partner

If organisational drivers require:
• World class capabilities in all aspects of one's business
• Flexibility in the face of rapid environmental change

Matrix

	Market 1	Market 2	Market 3
Process A			
Process B			
Process C			

If organisational drivers require:
• Substantial project working
• Mobilisation of multi-skilled teams while maintaining functional expertise

Product (Output)

Product 1	A B C D
Product 2	A B C D
Product 3	A B C D
Product 4	A B C D

Functional expertise

If organisational drivers require:
• Rapid product development
• Diverse, complex products

OD is the bridge between what a company needs and wants and its current state. As such, it is an activity that provides context to what does and doesn't work and how things could work in the future.
It generally involves a full review of systems, structures, culture, people practices, processes, policies and the whole work environment.

Please contact Andrew Penker for trusted advice on how to design your organisation to ensure it is efficient and effective at delivering your objectives.
Please also contact Andrew Penker if you have questions on organisation development; the way you can improve how your organisation works.

https://andrewpenker.co.uk/

Andrew Penker Chartered FCIPD, MSc is an independent HR Consultant Trusted HR Advice.

Contact andrew@penker.co.uk for more Top tips on:
Remote working, and Managing Remote workers and teams
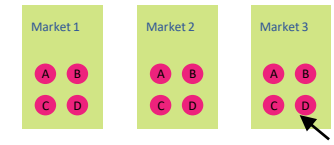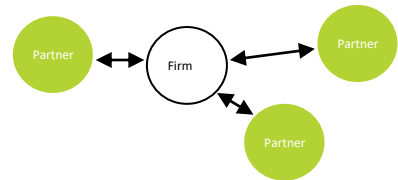*Coming soon: xsectormentor.com – **the** global, virtual mentor programme*

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