

Karl Albrecht *International*

Tuning Up Your Organization

Consultation by Karl Albrecht International

All organizations – just like orchestras, musical instruments, and automobiles – get “out of tune” from time to time. No organization can be expected to keep operating flawlessly without an occasional “adjustment.” Some organizations need a minor tune-up; some need a major tune-up; and some even need to be overhauled completely.

“Organizations tend to either evolve or devolve,” according to Dr. Karl Albrecht. “They’re usually getting smarter and better, or they’re getting dumber and weaker.” Occasionally the leaders of the enterprise need to re-direct their attention from the *business* of the organization to *the organization itself*. They need to give it a tune-up.

Based on his years of experience with many kinds of enterprises, Karl has developed a comprehensive, highly systematic method for guiding executive teams and task forces through the key steps in bringing their organizations back into dynamic alignment with their missions. In some cases, this even involves rethinking the mission itself – the core *value proposition* that animates all that the enterprise does. In other cases, it involves a focus on “doing the right things right.” In all cases, it requires and empowers the members of the executive team to lead and guide the change.

An organizational tune-up – “OTU” – involves a careful assessment of the state of the operation; identifying critical improvement imperatives; setting the focus and priorities for change; and managing the change project to a successful completion. It’s not unusual for an OTU initiative to span a year or more, and to extend to all parts of the organization.

During your OTU initiative, Karl and his experienced colleagues work closely with you and your executive team, first by providing you with a comprehensive set of concepts, models, methods, and tools you need in order to define, manage, and sustain the change.

Next, we assist you in the key phases of the initiative, working closely with you to put these advanced resources to use in your particular enterprise. We help you come up with your own unique plan for success.

And, most importantly, we help you “grow” your own internal capacity for change, so that you have the trained people and the key knowledge resources to keep the organization in tune as the demands of your business environment change and evolve.

Karl is a world-recognized consultant; facilitator; speaker; author of more than 20 best-selling books on futures, strategy, and organizational performance; and a respected executive adviser. A former physicist, military intelligence officer, and business executive, he was honored by the Mensa society with its lifetime award for his contributions to the understanding of intelligence.

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