



El gran bazar. La sistémica en la empresa: 1 (Spanish Edition)

Antonio Linares

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Las reflexiones abordadas en este libro conciernen a paradigmas o principios fundamentales que tenemos los humanos para regularnos en las organizaciones a la hora de planificar nuestro futuro, coordinar nuestro presente, generar políticas o emprender proyectos. Si observamos una empresa vemos programas, políticas o iniciativas desde los que se organiza la vida grupal. Si miramos más de cerca, vemos paradigma fundamentales sobre los que se apoyan esos programas y políticas. Si retomamos cierta distancia, vemos la oportunidad que nos supone apoyarnos en paradigmas contrarios o antagónicos. Así, un cambio lo podemos entender como un proceso cíclico de navegación entre contrarios (proceso-procedimiento, formación-desarrollo, cultura de empresa-memoria del futuro). Una estrategia de negocio sería el resultado de un proceso generativo fruto de imaginar varios futuros posibles y de planificar un solo futuro. Una estrategia sistémica de creación estratégica, cambio y transformación, desarrollo directivo o innovación, se apoya en paradigmas contrarios porque el equilibrio emerge de la tensión entre los contrarios. INDICE: Desde las emociones vivimos tres presentes. Detrás de la casualidad se esconden muchas cosas. Crear futuro con procedimientos y con procesos. Vínculos alternativos entre estrategia y desarrollo. Orbitar cerca del orden y del desorden. Cuando la memoria está en el futuro. Posición por defecto y posición por visión. Ocupando el centro, navegando entre los extremos. Realidades diagnosticadas y realidades construidas. Más allá del conocimiento estás el sentido. Más mecanicistas o más sistémicos?

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