

up the organisation?
by alfredo cramerotti

corporations
among other organizational systems
do not hold any social representation
they are a body without spirit
in principle apolitical
neither left or right wing
cross-class
cross-gender and cross-age
corporations are a marvellous cross-everything machine
lying down significant cornerstones of our lives
even if we don't work in one

how do we organize the organization
taking up our personal identities
to explore our desire for social cohesion
imagine i come from mars
i know everything on humankind
and nothing on what i am supposed to do

i can start from the theory
or from other people's mistakes
after all it makes sense
to talk about truth and organization
not necessarily in opposition to each other
nor in conformity either
but in a pragmatic way

going through my tool books collection
self-help and coaching manuals
how-to books of various type
gardening
car maintenance
nuclear shelter building
tennis training
caravanning
video editing
house organization
creative writing
film production
indeed organization management

i fetch a 1970 title
up the organization! by management guru robert townsend
american express
avis
others of the kind
he should know the game i think

written and published

between the birth of corporate america
think mad men culture
and the confident yuppies of the 1980s
it was on the new york times nonfiction best-seller list for 28 weeks
for seven of those weeks it was no. 1
it's a sort of encyclopaedia
97 chapters of entries
under alphabetically arranged headings
ranging in length from a couple of lines to 9 or 10 pages
basically a handbook against bureaucracies of all kinds
to shape social cohesion
else known as organization
through the mechanism of a corporation

so here i am
ambiguously take on a number of organizational cornerstones
in which
i read
truths may come to light
and list my own
freshly squeezed selection of interpreted cornerstones like

budget
if i don't want to become a mystification
townsend says
budgets are to be generated bottom up
by the operative division or departments
not by the direction or the senior management
those can at most add a security element
nothing more
a division has to believe in its budget
considering it a plan of action
not a set of instructions to follow

people
work is a natural state
like play or sleep
it's about self esteem
love
and desire of progress
when basic needs such as body
safety
society
are already satisfied
so i cannot motivate people
it's a door locked from the inside
what i can do
is to create an environment in which people find themselves a reason
for working together
for instance
self esteem
love
and desire of progress

as social animal i engage and commit myself
up to the point in which
i see in what i do a progression
or love

marketing
in its more complete sense
is the name of the whole business
thus better take the time once a year
to ask implausible questions
that subvert the whole sense of the organisation
like what are we doing
for whom
to what reason
how do we do it
in what form
and so on

objectives
the main organisation's goal
is often so simple
there is no need to put it in writing
it can be included in every small chat
and every context
and have a social meaning
people don't have objectives
rather lives
but there is some good
in not being distracted
from the values we stand for
get rid of two old activities for any new one
seems a good system

staff
it costs much less
to employ the best
paying them high salaries
but employing a few
like farmers he says
make sure soil and nourishment are the right ones
then people will grow by themselves
you will see the results

initiative
when most organizations
agree on a certain procedure or policy
it's for sure an obsolete one
get the precious habit of observing the taken initiative
consider the opposite
then elaborate the most sensible measure

excellence
if it's not excellent

it doesn't work and is not fun
if i don't work to have fun
or make money
what the hell am I doing here?

timing
timing is everything
once i wrote
to announce a plan before its time
makes people nervous
gives the competition an edge
facilitates failure
instead
first make sure data are ready
gather alliances
get creative to win opposition
then move

ambition
money
like prestige
doesn't come if you look for it
it comes as by-product of an objective
or result
which i strive to achieve for the sake of it