

# Boundaryless organization

[Business](#), [Organization](#)



Jack Welch of General Electric (GE) coined the phrase “ The Boundaryless Organization”. He believed and has been proven correct, that GE would be much more effective if the cultural, geographical and organizational barriers that separated the employees become more permeable. He put emphasis on the boundaries’ ability to enable business, rather than get in its way. In the next era of the information age, we will expect to have information from multiple parts of the enterprise at our fingertips, all integrated to suit our specific needs, instantly available, across geographies, time zones and organizational structures.

In order to achieve that and to enable the information age to realize its full potential, we need to allow “ Boundaryless Information Flow” - a continuous secure stream of information seamlessly flowing within and among enterprises, across permeable boundaries. To achieve Boundrayless Information Flow, a top manager in an organization needs to put in place infrastructure services that bring data sources together and provide that information to those users and applications that need it. Creating the environment for integrated information has been a challenge.

What more once regarded as necessary boundaries between the different stages in operational processes designed to achieve the benefits of specialization, now represent silos delivering outmoded solutions, which do not allow for the sharing of information. Barriers at the business and technical level must be broken down. If we take the case and strategic history of JetBlue and put it in the concept of Jack Welch, in my opinion the easiest boundary to remove was the “ cultural boundry” in the whole organization that diverted their direction from bottom to top.

For e. g. , simply by implementing the snacks serving instead of food in the flight have ease the passengers of every region, since food is always region specific but snacks are commonly taken in every part of the world. Further this step removed trolley movement within the flight i. e. also a strong step towards passenger comfort. Secondly, the most difficult boundary to remove for JetBlue would be the geographical boundaries.

Since, assessing in the synopsis the overall performance of JetBlue, it witnesses their success because of their operation in specific region. However, in my opinion it would be real difficult to further enhance their operations in other regions since the attitude and working environment JetBlue have developed, cannot be managed in every part of the world. (for more details, see the [www..opengroup.org/downloads](http://www.opengroup.org/downloads) official site)