

The brainy thing about organizations



The brain is actually the most amusing part of a human body. It is a portion of the central nervous system which acts as a control center for movement, and virtually all activities that makes a man alive (Toga, 2006). It is also the storage area of knowledge that a man gains throughout his lifetime. This knowledge is then passed around throughout the organism for use and survival. Much like the brain, an organization functions in the same way. The different individual parts of the whole generate and use information and knowledge to make the organization alive.

However, unlike the brain's knowledge where all knowledge can be used individually by all other parts, organizational knowledge sometimes is not available to all. In organizations, there are individual portions of knowledge that are best utilized by looking at it in a whole way. This means that, the individual knowledge that the members of an organization possess is best used by uniting all knowledge into a single knowledge that consists of these parts. If one is missing, then the organization cannot take off.

For this very reason, it is important that the one who manages the organization manages the individual members differently. The organization may be managed in a way that everyone will be responsible. On the other hand, each member is managed by the personality or characteristics that he has. Thus, the head of the organization faces the challenge that he should know everyone in the organization personally. Furthermore, he should also be an expert of the organization's goals and objectives.

By doing so, balance between the differences of personalities is compromised with that of the organization's effectiveness. The brain is a good metaphor for organizations. It speaks of how the organization should

work. Nevertheless, this metaphor has its own limitations. It can only be used to illustrate the way an organization should work, that is; the parts should work as a whole. When it comes to the way knowledge is shared and utilized, the metaphor is inadequate.