

УДК 338.2

MYTHS AND REALITIES ABOUT TURQUOISE ORGANIZATIONS

© Panchenkova E.A., Sergeeva G.V.

e-mail: pantera9913@mail.ru

Samara National Research University, Samara, Russian Federation

Relevance of turquoise organizations for science lays in the fact of constant society development. People need new forms of self-organization to fit in the new realities of business and life in general.

The problem of the investigation is the ambiguous relation to such sort of organizations. Not everybody know how to use technologies and principals of turquoise organizations in their own companies and that is why there are so many myths and prejudices.

The object of the research is the relationships, which are appearing in the process of rising and functioning of turquoise organizations.

The subject is the Frederick Laloux's classification of organizations.

The purpose is to analyze the theory and practice connected with turquoise organizations and to find out which myths are true or false.

A turquoise organization is a complex of adaptive systems with distributed authority, often structured as decentralized, self-managing teams or networks. [2,3]

We analyzed a wide range of organizations (e.g. Buurtzorg, Morning Star, Patagonia, Ascona and Mindbox) and their activities. We found out the differences between common myths about turquoise organizations and the true mechanism of their work. One of the myths assume that there is no structure and control in such companies. That is false, because there is a structure and it changes depending on the processor project the organization is working on. In addition, there are regulations, but the origin differs from regular relationships between managers and their employees. In turquoise organizations the main purpose of managerial relations is to help not to control. [1]

To sum up our investigation we can notice that people who want to build their business in the conditions of continuous scientific and technical progress should not be afraid of choosing the turquoise form of self-organizing. Examples of such companies are proving that this new type of organizations can survive in modern realities. There is no doubt that there are some nonstandard aspects in managing these companies, but this is the cost the directors will pay to open some new opportunities of their employees.

References

1. В. Александров 7 заблуждений о «бирюзовых» организациях// Site «Inc.». – URL: <https://incrussia.ru/understand/ne-tolko-lyubov-7-zabluzhdenij-o-biryuzovyh-organizatsiyah/>
2. E. Pustoshkin Transformations on the Path to Really Teal & Turquoise Organizations// Integral Leadership Review. –2016.-August-November. – URL: <http://integralleadershipreview.com/15215-transformations-on-the-path-to-really-teal-turquoise-organizations/>
3. F. Laloux Reinventing organizations/ F. Laloux. – Belguim: NELSON PARKER, 2014. – p.379