



IDM approach to augment human consciousness for sustainability of business in the VUCA world

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Abstract

Each business system has human interactive interfaces and coordinated activities. If analysed, VUCA is more towards psychological constraint of human being today in social, cultural, political and professional life. The base line of any business system comprises of human edges and coordinated activities. The business systems has significant impact of human values, ethics, moralities and the determinant factors for intensity of commitment and dedication of the task force in an organisation. With reduction of human-operational productivity the business systems are at high risk of malfunctioning leading towards instability of business operations. To hold sustainability in business, the start-line is creating visionary leadership, a leader who can anticipate the market and constantly generate innovative business scope. This requires constant planning, execution of plans with optimal deployment of resources, checking the process and taking corrective actions to ensure sustenance of business process.

When the systems are established and optimally operating, it will structure KPIs based process. On achieving the targets of KPIs it will add on values persistently and augment a sustainability of business.

To hold sustainability good, the foundation of sustainability must incorporate integrated divine approach that will enrich and enhance productivity of the task force. Analysing the I.D.M model, we can scrutinize that, to hold good every stage in the I.D.M model the management of the organisation shall apply the PDCA cycle as a tool to control and monitor the efficient execution of the stage. By the virtue of authenticity of quality the organisation can ensure customer satisfaction and thus the sustain in market. The accurate execution of the I.D.M model will enhance value for every pillar of sustainability.

The study has been conducted by means of continual process of observation, experiences, system failure analysis and comprehending the nature of human physiological declination due to eradication of professional, spiritual and ethical values at work and social frontier.

As limitation of the study is concern, I.D.M approach is a new additional integrative management tool, the scope and point of integration is not yet well conceived for establishing by the management of the organisations. This model can be further develop and implemented across all stake holders of the organisation.

To conclude we can state that, with the help of self-motivated task force, organisational ownership and succession in business is produced. In competitive edge, the organisation has to ensure quality of products and services corresponded by controlling of COQ. To attain competitive merit, organisations has to establish work excellence with quality consciousness in every piece of work execution and among operational individuals leading to business sustainability in VUCA world.

Keywords: IDM, KPI, human needs of higher order, “Yogah Karmasu Kaushalam” task force, SMES, PDCA, COQ, DIVYA, VUCA, consciousness changer

1. Introduction

Sustainability of business in the VUCA world is a greatest strategic challenge of every business. Business organisation has operational processes sub divided into systems and sub-systems. Each system has human interactive interfaces and coordinated activities. VUCA, i.e. Volatile, Unexpected, Complex and Ambiguity are barrier towards any productive deliberation process. If analysed, VUCA is more towards psychological constraint of human being today in social, cultural, political and professional life. The base line of any business system comprises of human edges and coordinated activities. The business systems has significant impact of human values, ethics, moralities and the determinant factors for intensity of commitment and dedication of the task force in an organisation.

Due to the rising trend of VUCA there are constant eradication of value system and ethical functioning of the

task force. A greater part of human interaction has been Influenced by digital world; creating virtualisation of human relationships. This eradication is directly shrinking the commitment and dedication of the task force resulting in reduction of operational productivity.

With reduction of operational productivity the business systems are at high risk of malfunctioning leading towards instability of business operations.

To hold sustainability in business, the start-line is creating visionary leadership, a leader who can anticipate the market and constantly generate innovative business scope. This requires constant planning, execution of plans with optimal deployment of resources, checking the process and taking corrective actions to ensure sustenance of business process. The VUCA world has supplemented an additional key purpose of such leaders with a primary activity of “Consciousness Changer” among the task force.

2. Sustainability of business in VUCA world

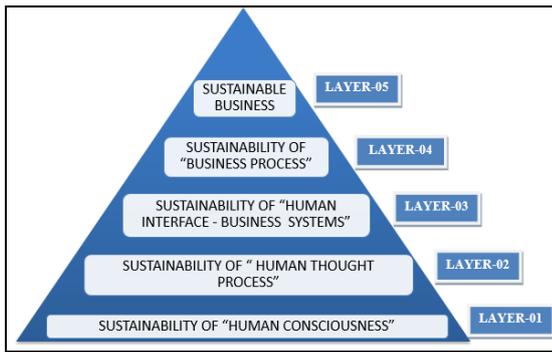


Fig 1: Sustainability Business Pyramid

2.1. Identifying the problem

For having sustainability of business in the VUCA world, every organisation needs to identify the impediments arising from the complexity of the task force and managing such impediments, failing which, the business system and sub-systems cannot have considerable sustenance.

The primarily facet is to develop the layer - 01; i.e. task force’s consciousness in an organisation through an I.D.M approach that will cultivate the layer - 02; i.e. sustainable thinking and idea generation of the task force. Being more focused task force the human interfaces will be more connected by means of mutual committed efforts, dedication and ownership; breeding tangibility in layer -03.

When the systems are established and optimally operating, it will structure KPIs based process in layer – 04. On achieving the targets of KPIs it will add on values persistently and augment a sustainability of business at the top most layer – 05 of this pyramid.

3. Integrated divine management (IDM) approach

Today sustainability covers three areas of concern viz; Economic sustainability, Environmental sustainability and Social sustainability. These are also known as three (3) pillars of sustainability. Once the developmental activity is carried out, the sustenance of such business developmental activity has to be strategically foster by the organisation.

3.1. The 3 pillars of sustainability

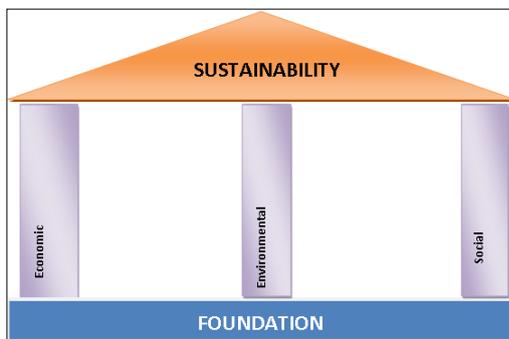


Fig 2: The Three Pillars of Sustainability

The above figure depicts sustenance of any business cannot be withstood if any one pillar is isolated. In the present scenario any business needs to maintain these three pillars parallel to each other for the maintaining growing rate of sustenance in market. The environmental and the social pillars are now of significant magnitude in contrast to the

economic pillars to validate sustainability.

Issue arises on the Foundation of these 3 pillars. The foundation comprises of business process sub-classified into integrated business systems, comprising policies, the task forces, etc but on critically examining the foundation, it is pertinent that, the task force is most critical and have noteworthy impacts on every integrated systems and subsystem of business process.

For building a sturdy committed dedicated task force and visionary leaders of the organisation, thereof is a stringent inevitability of an “Integrated Divine Management” (IDM) approach in the work line of the foundation of the organisation.

2.2. IDM as the foundation of pillars of sustainability

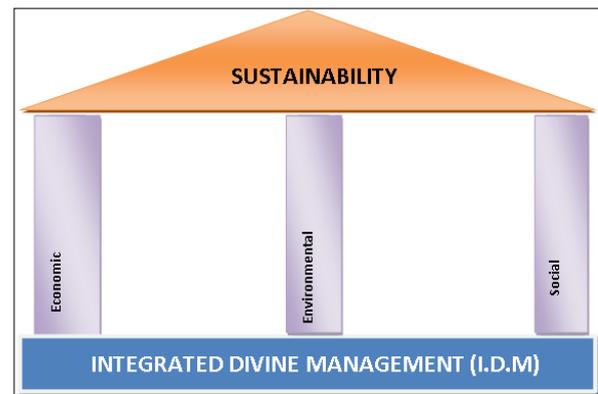


Fig 3: The IDM Approach

As sustainability depend upon the three pillars viz; economic, environmental, social which are interconnected for existence. To hold sustainability good, the foundation of sustainability must incorporate integrated divine approach that will enrich and enhance productivity of the task force.

Without human value addition no business systems can be uphold thus; the organisation cannot grow and continue. For Creating a “DIVYA- WORK – CULTURE”, top management has to take initiative for I.D.M program percolating down the hierarchy validating via “PDCA” Cycle viz; Plan, Do, Act and Check.

3.2. Objectives of IDM Program

3.2.1. Creating substantial business systems by cooperative and committed efforts of the task force, having high level of consciousness and visionary leadership.

3.2.2. Identifying and comprehending human-impediments for malfunctioning of business systems and addressing the same by addressing the “Human Needs of Higher Order” by I.D.M approach.

3.2.3. Fostering and establishing “Yogah Karmasu Kaushalam” – Excellence at work; incubating an ambient where the task force can combine the efforts Body- Mind and Soul. The Latin idiom goes as “Mens Sana In Corpore Sano” i.e. "A Healthy Mind In A Healthy Body". Having a “DIVYA” working environment will ensure raising operational productivity manifolds where an individual will be positively virtuous of “Generating excellence at work for themselves” and such organisation will function brilliance at par.

3.2.4. Encouraging and cultivating the principle of organisational ownership, among the task force. The feel of “My Own Company” among the task force which is most

vital in today’s world for retention of intellectual capital.

3.3. The IDM model

The I.D.M model consists of four (4) interconnected stages with bottom-top approach. For successful implementation, it requires a support mechanism with a desired impact at every stage. The resultant impact of every stage turns out to be the support to the stage above. All stage in I.D.M model are interconnected and operationally inter-dependent in character. Analysing the I.D.M model, we can scrutinize that, to hold good every stage in the I.D.M model the

management of the organisation shall apply the PDCA cycle as a tool to control and monitor the efficient execution of the stage. The intend of the I.D.M model is to create a “Divya - Work – Culture”, by which the task force shall be committed and self-motivated towards achieving excellence at work, “Yogah Karmasu Kaushalam” and maintaining the quality requirements of the products and services. By the virtue of authenticity of quality the organisation can ensure customer satisfaction and thus the sustain in market. The accurate execution of the I.D.M model will enhance value for every pillar of sustainability.

****The IDM Model is presented in the next page**

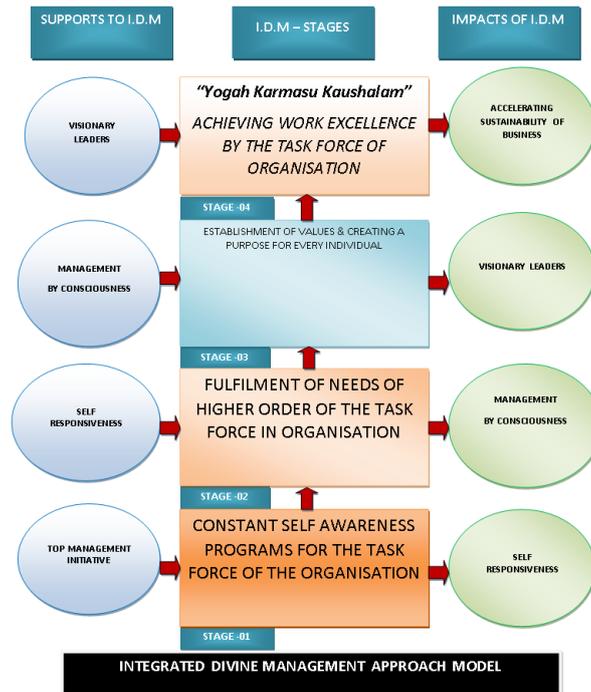


Fig 4: IDM Model

3.5. Analysis of the Dim approach

Considering the impacts at every stage of the I.D.M model

an analytical table is appended below:

Table 1: Analysis of the I.D.M Impacts

Stages	Impacts	Outcomes
01	Self-Responsiveness	Motivated Taskforce, reduction of complex impediments of the work force at organisation.
02	Management by consciousness	Value based business operation, ethical work delegation, less supervision cost, quality consciousness and effective COQ.
03	Visionary Leaders	Succession of organisation, commitment towards growth, creating harmonic balance between economy, society and environment and high human productivity.
04	Accelerating Sustainability of Business	Sustainability of the economy, society, environment and thus value addition to national development.

4. Research Methodology

The research methodology adapted is “Descriptive” type. It is a cross sectional study on the attitude of the task force of organisation under VUCA effect. The research also describes that the outcome of the VUCA effect on the task force declining the potential sustainability of the business at large.

The study has been conducted by means of continual process of observation, experiences, system failure analysis and comprehending the nature of human physiological

Declination due to eradication of professional, spiritual and ethical values at work and social frontier.

4.1. Scope of the Study

The study signifies the opportunity of addressing the needs of higher order through implementation of I.D.M approach (I.D.M Model) for the task force and resultant impact on sustainability of the business in VUCA world.

**** The task force for the organisation includes all level of the employees.**

4.2. Sample Implementation of IDM Program

To validate the study, the I. D. M program is implemented and carried out in miniature scale in few SME organisations (manufacturing and service sector) and academic (engineering and management) institutes of West Bengal. The of impact of the I.D.M program on task force especially on young mind have created a positive attitudinal transformation.

4.3. Limitation of the Study

1. The study is confined to small number of population at few SME organisations and institutions only.
2. Due to time and resources limitations the trialling of implementation of I.D.M approach could not be widely conducted.
3. As I.D.M approach is a new additional integrative management tool, the scope and point of integration is not yet well conceived for establishing by the management of the organisations.
4. The I.D.M model in this research is applied on task force of the organisation, but the model can be further develop and implemented across all stake holders of the organisation.

4. Conclusion

The management body of organisations specially the SMEs sectors have to comprehend, changing phases of complexity of task force is gearing up day by day along with uncontrolled effect of digitalisation and virtual world, the human interactive interfaces are constantly dithering tending the mind to be more constricted. In this scenario business systems and sub-systems will have high degree of failure rates.

With the changing atmosphere of work and social life the needs of human beings have changed. It is time where organisation has to frame policies to address the human needs of higher order, creating a stress free mind, making the individual realise the divine power within them and making all possible effort to establish consciousness among the task force.

The top management's support to the I.D.M approach and implementation policies can incubate healthy mind of the task force. The healthy mind is the state where positivity blossom rendering; committed, devoted, dependable nature of task force. With the help of self-motivated task force, organisational ownership and succession in business is produced.

In competitive edge, the organisation has to ensure quality of products and services corresponded by controlling of COQ (Cost of Quality). To attain competitive merit, organisations has to establish work excellence with quality consciousness in every piece of work execution and among operational individuals leading to business sustainability in Vuca world.

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