Introduction to Organizational Design: Principles & Practice

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Geneva (Switzerland)



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Why This Course

Organizational design plays a major role in how effectively an organization performs, makes decisions, serves customers, manages resources, and adapts to change. When structures, roles, reporting lines, processes, and teams are not aligned with strategy, organizations can experience duplication, slow decisions, unclear accountability, weak collaboration, and reduced performance.

Effective organizational design helps leaders create structures and ways of working that support strategic goals, improve coordination, and enable growth. It also helps organizations balance efficiency with flexibility, stability with innovation, and control with agility.

This comprehensive 1-week course introduces participants to the fundamental principles and practical tools of organizational design. Through frameworks, case studies, diagnostic exercises, design workshops, and real-world applications, participants will learn how to analyze existing structures, align design with business strategy, and implement effective organizational changes.

What You'll Learn and Practice

By joining this program, you will:

- Understand key organizational design concepts and their strategic importance.
- Explore the main components of organizational structure and operating models.
- Analyze how environmental factors influence organizational design.
- Understand organizational life cycles and their impact on structure and performance.
- Diagnose current organizational structures, processes, strengths, and weaknesses.
- Compare different organizational structures and their advantages.
- Use practical tools for organizational analysis.
- Align organizational design with business strategy and goals.
- Design structures that support competitive advantage, agility, and performance.
- Balance efficiency, flexibility, control, and innovation.
- Apply change management techniques during organizational redesign.
- Manage resistance to structural and role changes.
- Design effective teams and work groups.
- Measure organizational design effectiveness and identify improvement opportunities.



The Program Flow

Day 1: Foundations of Organizational Design

- Introduction to organizational design theory.
- Understanding why organizational design matters.
- Key components of organizational structure.
- Roles, responsibilities, reporting lines, processes, decision rights, and governance.
- Environmental factors influencing design.
- Organizational life cycles and their impact.
- Practical exercise: Identifying design challenges in a current organization.

Day 2: Analyzing Organizational Structures

- Types of organizational structures.
- Functional, divisional, matrix, networked, project-based, and hybrid structures.
- Diagnosing current organizational design.
- Identifying structural strengths and weaknesses.
- Understanding accountability gaps, silos, duplication, and coordination issues.
- Tools for organizational analysis.
- Workshop: Conducting an organizational structure diagnosis.

Day 3: Aligning Design with Strategy

- Linking organizational design to business strategy.
- Understanding how strategy influences structure and operating model choices.
- Designing for competitive advantage.
- Balancing efficiency and flexibility.
- Aligning structure, processes, people, culture, and governance.
- Case studies in strategic alignment.
- Practical exercise: Designing an organizational structure aligned with strategic priorities.

Day 4: Implementing Organizational Design

- Change management in organizational design.
- Managing the human impact of structural change.
- Overcoming resistance to structural changes.
- Designing effective teams and work groups.
- Communication strategies for design implementation.
- Managing transitions, role clarity, and stakeholder expectations.
- Workshop: Creating an organizational design implementation plan.



Day 5: Advanced Topics and Application

- Designing for innovation and agility.
- Global and virtual organization design.
- Organizing work across locations, cultures, and digital environments.
- Measuring organizational design effectiveness.
- Reviewing design performance and adjusting over time.
- Applying course concepts to real-world scenarios.
- Final activity: Presenting an organizational design diagnosis and improvement roadmap.

Individual Impact

- Strengthen your understanding of organizational design principles and tools.
- Improve your ability to analyze structures, processes, and operating models.
- Build confidence in identifying design issues and recommending improvements.
- Enhance your ability to align organizational design with strategy.
- Gain practical change management skills for implementing design changes.
- Develop frameworks for ongoing organizational design optimization.

Work Impact

- Improve clarity of roles, responsibilities, and accountability.
- Strengthen alignment between structure, strategy, and performance.
- Reduce silos, duplication, and coordination problems.
- Improve decision-making, collaboration, and operational effectiveness.
- Support innovation, agility, and adaptability through better design choices.
- Build stronger capability for managing organizational growth and transformation.

Training Methodology

This program uses a practical and application-focused approach to help participants analyze and improve organizational design in real workplace contexts. Learning methods include:

- Interactive discussions and guided facilitation.
- Organizational design case studies.
- Structure diagnosis and operating model analysis exercises.
- Strategic alignment workshops.
- Team and work group design activities.
- Change management and communication planning scenarios.
- Measurement and optimization exercises.
- Group work, peer feedback, and practical roadmap development.



Beyond the Course

Upon completion, participants will be prepared to support organizational design initiatives with greater confidence and structure. They will return ready to:

- Analyze and diagnose organizational structures.
- Align organizational design with business strategy.
- Recommend structural and process improvements.
- Implement organizational changes with clearer communication and change planning.
- Measure the effectiveness of design choices.
- Support continuous organizational design optimization for stronger performance.

