
THE READINESS OF ORGANIZATION TO ADAPT THE FUTURE

Ratri Wahyuningtyas^{1,2}, Ernie Tisnawati Sule¹

¹Doctoral Program in Business Management, Faculty of Economics and Business, Universitas Padjadjaran Bandung, Indonesia.

²Business Management of Telecommunication and Informatics, Faculty of Economics and Business, Telkom University, Indonesia.

Email: syafaq_ratri@yahoo.com

Email: erniesule@yahoo.com

Abstract: The current rapidly changing environment has forced every organization to be able to adapt the future. The ability of organization to adapt the changes environment will determine whether organization can survive in the increasingly fierce competition. Therefore, the organization should be able to know the current condition and how to maximize its potential to earn future opportunities. The purpose of this research is to measure how the members see the organization currently and what should organization do to prepare their employee for the challenges of the future. Research method is descriptive research with the 7 model as the basis of instrument. This instrument establishes from seven key areas of concentration that an organization should have handle in order to be successful. These categories are strategy, structure, systems, staff, style, shared values and skills. 235 respondents are used in this study, which consist of 53 respondents from top level management, 61 respondents from middle level management and 121 respondents from low level management. The result shows that the organizational readiness to adapt the future in DEF and its subsidiaries, amounting to five subsidiaries are in “I” Category. It is mean that the organization has initiated plans of action and goals related with strategy, systems, staffing, style, skill and shared values. Employee recognize that the organization is on its way for doing something regarding to those areas. In this cases, actual activities need to be undertaken and evident to maintain momentum and employee support. Meanwhile for structure, the company is still in “S Category”, that is mean the organization has begun speaking about the structure.

Keywords: Strategy, Structure, Systems, Staff, Style, Shared Values And Skills

1. Introduction

Rapidly changing environment has forced every organization to be able to adapt the future. The ability of organizations to adapt environmental changing will determine whether organization can survive in fierce competition. The organization must leave old habits in work that no longer appropriate to current conditions and the future. All employees in the organization have duty to improve the structure, relationships, technology, employees and other aspects of the organization continuously so that the organization becomes more effective. Organizational adaptability is a key pre requisite for firms seeking to survive, grow and succeed in today's fast moving and hyper competitive business environment (Seah et al, 2014). Therefore, the