

Metaphors of Organization Image

(Morgan as cited
by Dallin, 2002)

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Organization as a an organism

- ◆ Organizations were dependent on their environment.
- ◆ Organization were regarded as entities that were alive and that underwent various stages of development in evolutionary sense, entities that interact closely with the environment of which they were a part.

Organization as a machine

- ◆ Each part had its special task and specific role in the overall scheme of things.
- ◆ The goal was to make organizations as efficient and effective as possible.
- ◆ Human being is considered as machine parts that can be changed and replaced.

Organization as a brain

- ◆ Organizations were considered able to process data, to learn, and to govern themselves.
- ◆ Organizations have great flexibility, a marked capacity for innovation, and they work like computers.

Organization as culture

- ◆ Organizations were considered as a social constructs, created for the purpose and reaching specific goals. Key words in this image are values, norms and rituals, all of which organization administer.
- ◆ Organization can have different subcultures, and for this reason it is important to make a conscious attempt to promote a common company cultures.

Organization as a political systems

- ◆ There are various conflicts of interest and power plays in organization.
- ◆ Therefore it is important to understand conflicts, to be able to use power and govern pluralistic members.

Organization as inner prisons

- ◆ Organization were considered as representing certain unconscious emotions such as an anxiety, suppressed sexuality, patriarchal or matriarchal patterns, and death.
- ◆ Psychodynamic and ideological thought patterns characterize this perspective.

Organization as entities in a constant state of flux

- ◆ Dialectical analysis is the foreground, and key perspective is organizations as self-producing system.
- ◆ It is important to understand the fundamental (often unconscious) dynamic that shape the organization, and to understand the dynamic of change not as linear lines but in term of loop.

Organization as instrument for supremacy

- ◆ This is an extension of the political metaphore and shows how an organization can exploit individuals and groups for its own purposes.
- ◆ Organizations are looked upon as instruments of domination and exploitation.