**Michael Olugbenga**

**ID: UD78472ED87684**

**COURSE NAME: CIN078 CREATIVITY AND INNOVATION**

**DOCTORATE IN EDUCATION ADMINISTRATION**

**ATLANTIC INTERNATIONAL UNIVERSITY**

**Introduction**

Organization DNA refers to the personality of an organization in relation to performance. It is the combination of characteristics or qualities that forms the character of an organization. This includes the attitude and culture of an organization, the way of life that makes one organization stands out or look better than another. The organization DNA is likened to the DNA in genetic terms because it is also composed of chains that are interwoven which function simultaneously to bring about organizational development, organizational growth, proper functioning, innovation and desired outcome. The truth is that organization DNA is present in all organizations and it gives meaning and direction; it forms the way of life in an organization and this is revealed in its purpose, core belief, values, mission and vision which is harnessed to achieve a desired organizational goal (Ameeneh & Maymoon, 2017). Organizational DNA is primarily concern with understanding how employees behave, recognizing the attitude that exist that bring about transformation, pinpointing less supervised employees that can help motivate and put others in the path of success, modify elements of the organization to make sure existing attitude or behaviours are accepted and sustained and ensuring that the organization lifestyle stands out and remain relevant (Mark, 2016). Gary, Bruce & Decio (2004) stated that organization has four bases’ these bases are carriers of the traits of an organization which include:

1. **Composition:** Thisdealswith the hierarchy in an organization; it is the order of member based on authority. It refers to the ranks from the very point of entry to top ranked officers like managers. It deals with levels of position and how responsibilities are channeled from one level to another.
2. **Decision Right:** This is concern with decision powers and how such decisions are passed to subordinates. Decision rights are integral parts of an organization DNA as it creates and reveal those who make decision at each levels of the organization.
3. **Stimulus:** This is concern with what drives employee to put in their best; this motivators can come in two forms either intrinsic like personal goals, achievement or accomplishment or extrinsic which may be inform of financial reward. These motivators are to push employees to be on top of their game.
4. **Information:** This has to do with coordination of activities which starts from channels of information in respect to expectations and how progress is communicated, transfer of knowledge in terms who has capacity and technical knowhow and how all expertise are passed from top to bottom.

**Types of Organizations Based on the Fusion of DNA Components**

1. **The passive – aggressive organization:** This is a type of organization that has no problem agreeing with each other. There is so much agreement in the mist of the elements but the problem here is that agreements are not followed through with authority resulting into a situation where everyone agrees but nothing changes.
2. **The resilient organization:** This class of organization adapt quickly to changes in the market. Such organizations have everything in place to withstand or recover quickly from difficult condition. The employees are motivated by providing material needed for work and creating a safe environment.
3. **The military organization:** Here senior officers have excessive powers and usually managed by a small, hand- on senior management team. Goals are achieved through force and the will of top executives must be executed. The good thing about this kind of organization is that it is always prepared for change even after the tenure of the leaders.
4. **The outgrown organization:** Just as the name implies, it has outgrown its organizational model. It becomes so big or large for effective management. Due to centralized approach of leading the organization, progress is achieved at a slow pace.
5. **The just in time organization:** Thisorganizationmotivatesemployees to perform their duties effectively. It is never ready for changes that may occur in the market and even environment. It enjoys great affection and harmony; and has what it takes to attract the best talents and perform well financially. This organization has the capacity to be the best but remain at just a “good” level.
6. **The fits – and – start organization:** This organization has all it takes to attract the best brains but most times do not see issues the same way at the same time. It is always explosive when they execute strategic moves but the organization does not have what it takes to repeat recorded successes.
7. **The over-managed organization:** Troubled with various layers of management which transcends to slow decision making in the organization. Contends more with the layers that exist in the organization as managers pay more attention on one another’s job than checking out opportunities and threat in the market (Zaid, 2021)

**Influences of organization DNA on Innovation Performance and apply within ones organization**

Innovation performance is the process by which an organization uses its resources to create new goods, services or processes. Some researcher sees innovation as the process by which new knowledge is embraced into practice by an organization. It is also seen as new things or ideas. Meanwhile, innovation performance is measured by many metrics like time to market, quality of product and continuous improvement in speed and quality (Bordum, 2010). Hamilton (2004) in his study carved out 3 metrics that influences innovation performance which include speed of decision, transparency and accountability. How does these metrics influence innovation performance in various organizations including mine?

1. **Speed**: This means responding faster to solve problems in the market than other competitors. It is reacting quickly to changes to beat others and be more visible in the market. In my organization which is educationally inclined, it is usually proactive in terms of organizing entrance examination earlier than any other school around us and my organization introduces captivating subjects and activities that will increase enrolment.
2. **Transparency:** It is the flow of communication from one layer to another without hitches. It is easier when structures are less and well managed. This also exists in my organization as layers are less, so information passed are effective and has a follow through approach. Transparency allows organizations to agree on solving a problem together and responding to changes.
3. **Accountability:** Individuals are responsible for performance and outcomes. It ensures that commitments are taken seriously. In my organization, responsibilities are broken along the chain. From the school principal to vice principal then to head of departments and each person in these layers have duties assigned to them and must be carried out effectively as anyone found lagging behind is exposed and call to order (Soqoor, 2015).

**Conclusion**

Organizational DNA is important as it reveals what the organization has to offer and how relevant it will remain to stand the test of time. The lifestyle of an organization projects how serious and effective it will be in responding to changes in the market. It also reveals what an organization places values on like the staff, talented staff, structure and innovation. The truth is an organization is like an organ that is connected to other systems and for the systems to work it must be harnessed properly in order to maintain, sustain and nurture the personality of an organization. Organization DNA exposes leaders to ideas on how to pass information from various channels, how to treat their employees and what to provide effective response to changes.

**References**

Ameeneh, M. & Maymoon, K. (2017). Organizational DNA and Organization

Entrepreneurship. *Journal of Economic and financial research, 4(11) 53-79*

Bordum, A. (2010). The strategic balance in a change management perspective.

*Society and Business Review, 5(3), 245-258*

Gary, L. Bruce, A. & Decio, M. (2004, June 1). The seven types of organizational DNA:

Organizations and People. *2004 (35) 3-5*

Hamilton, B. (2004). Organizational DNA Booz & Company. Retrieved from

http:// [www.boozallen.com](http://www.boozallen.com)

Mark, B. (2016, December 12). How to discover your company’s DNA: Shift

*Harvard Business Review.*

Soqoor, M. (2015). The relationship between leadership practices and organizational

DNA: A study of industrial organizations in Damascus. University of Damascus

*Journal of Economics and Law. 1 (34) 9-46.*

Zaid, A. (2021). The role of organizational DNA in enhancing the strategic balance

In commercial banks in Madaba. *Management Science Letters, 11 (2021)*

*1639 -1650*