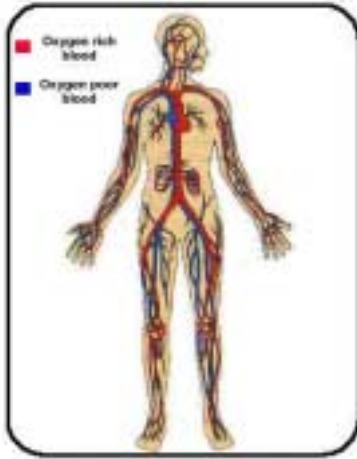
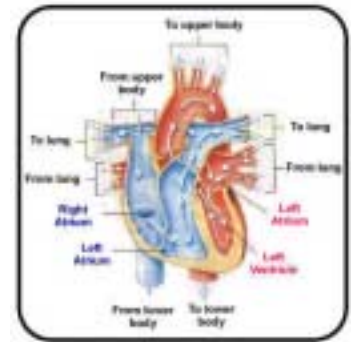
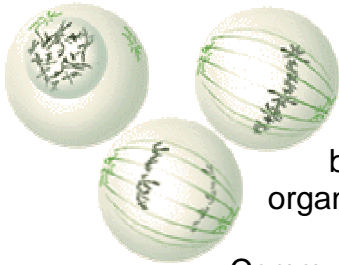


The Human Body: An Organizational Analogy



Communication networks, and the various management disciplines in an organization that support them, are like the human body and its associated network of arteries. In order to keep the entire body alive, different amounts of blood must freely travel to where they are needed. The nutrients etc. in the blood must be appropriate for the part of the body receiving the blood. If an artery becomes clogged it limits the absorption of those things vital to keep some part of the body functioning correctly. That part of the body slowly is unable to perform its function optimally. If a clot forms in an artery, clogging it completely, those parts of the body being serviced by the artery die. When a part of the body dies, it can have severe effects on other parts of the body. Eventually, if circulation is not restored, the body dies.

Note also that the parts that participate in this process are as disparate as the individuals in an organization. The network of veins and arteries, the heart, all the way down to the individual cell, all work together to keep the body alive. It is also interesting to note that these parts are comprised of systems themselves that are made up different, but necessary, parts. Organizations within organizations, maintaining a delicate balance of relationships.



Communication and information, in a team, a project, dependent projects, a department or an entire organization, is its life's blood. Without making an effort, and at times it is truly an effort, to keep it flowing freely, and providing the nutrients (information) that are needed, the entity will die.