Amity Business Journal
2018, Vol. 7, No. 2

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Amity University Uttar Pradesh, Lucknow Campus (ISSN 2278-0904)

BOOK REVIEW

The Anticipatory Organization: Turn Disruption and Change into Opportunity and Advantage- by Daniel Burrus

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In this tentative world,DanielBurrus's book The Anticipatory Organization brings hope and assures the organizations that one can still survive and sustaining in this world where most of the strategies are failing. As Professor Burrus explains, the future is far more certain than we realize and changes still take place much more slowly than we think.The Anticipatory Organization explains you how to separate the Hard Trends that will happen, from the Soft Trends that might happen, allow you to move ahead by accelerating innovation and actively shape the future.

The Author has proposed a model whichis a systematic method to prepare your organization for the disruptive transformations ahead. This Anticipatory model comprises of four key disciplines:

- Know What's Next
- Develop Opportunities
- Shape the Future
- Accelerate Success

In a world of exponentially increasing complexities it is a great challenge to the organizations to survive, grow , sustain and stay ahead of the competitors. Response to disruption and change is getting difficult every year.Learning to visualize change before it arrives by becoming anticipatory can become your biggest competitive advantage. The author has emphasized on how an Anticipatory Organization does this .

Many people think that it's impossible to predict the future with any level of certainty.

In his book The Anticipatory Organization, Burrus, statesthat one can see future if you know how and where to look.

This misconception that future is predictable in business is increasing the cost , creating anxiety, and also resulting in missed opportunities.That's because when you believe that the future is uncertain, you stick with the status quo which most of the organizations do.Successful businesses disrupted or failed completely because their leadership was unable to see the visible future. In the first section 'Know what 's next " the author mentions that The Anticipatory Organization will allow us to see the future more accurately which will help in making strategic plans and decisions for future with more precision. Anticipatory Organisations model has the power to change the focus from reacting to responding. Within this fast-changing future, opportunities will be revealed to those who can separate the Hard Trends that will happen, from the Soft Trends that might happen. A Hard Trend is a projection based on measurable, tangible, and fully predictable facts, events, or objects. It's something that will happen: a future fact that cannot be changed. For example, demographic data is a hard trend. In contrast, a Soft Trend is a projection based on assumptions and statistical probability that have the appearance of being tangible, fully predictable facts. It means soft trends can be changed If you can differentiate between the two you can forecast the future more accurately .Both hard and soft trends can be used to your advantage .Taken together ,they can be leveraged to unlock enormous opportunity. And if you could accurately predict big part of future you would have a competitive advantage.

Second section 'Develop Opportunities"focuses on accelerating innovation.Organizations which understand Hardand soft trends methodologies seek that the risk of not innovating is higher than

risk of innovating As a result one can find ways to manage risks of innovation . One of the ways to keep moving forward with transformation and growth is to use what Professor Burrus calls the Three Digital Accelerators: the exponential advances in processing power, bandwidth, and storage. When you learn to analyse trends you can precisely predict future disruptions, identify and solve problems before they happen, and practice what the author calls "everyday innovation." This way you can solve challenges and tribulations faster. In other words, you become anticipatory rather than reactionary.

Further Burrus stated that in the time of transformation and technological change merely keeping pace with the competitors won't suffice and you would get stuck after a while but the focus should be to move beyond competition and this can be done by focusing on Hard Trends that are shaping future and influencing the soft trends positively.

In the third section "Shaping the future",the author emphasizes that your future view will determine your future i.e. how you view your future shapes how you act in present; further, how you act in the present shapes your future. Digital transformation has divided us all into two camps: the disruptor and the disrupted. The Anticipatory Organization equips us with the strategies and plans one need to see disruption before it happens, and be proactive and turn the challenge into prospect. In this book Anticipatory Organizations, Professor Burrus states that Anticipatory mindset can be important in accurately anticipating opportunities of all sorts. The organizations can leverage Hard Trends to develop a culture through which needs and problems can be identified and addressed before they occur.

The final section'Accelerate Success' deals with the transformation. It can be brought about by beginning to challenge the status quo and challenge the prevailing strategy practices. Any transformation requires an organization culture which can absorb new concepts and apply these throughout the organization. This is the major drawback in most companies built for the industrial society and have not evolved to meet the needs of a VUCA world. Without a learning organization, characteristics of which are exhibited by Netflix, Fujifilm, Pixar Studios and Genpact in India, no new concept can take roots within the organization. The author has stressed the need to develop and build human relationships .He stated that apart from technological advancements the people should come togetherto shape the future by maximizing human resources and capital.Success comes to those organizations that make AO model as everyday habit.

The Anticipatory Organization offers a comprehensive way to recognize game-changing opportunities. The principles of Anticipatory Organization model, will help us learn how to elevate planning, step up innovation, and transform results bsy identifying innumerable opportunities and acting upon these. The Anticipatory Organizations, will assist the readers in anticipating disruptions and problems, forecast the future, innovate, explore the innumerable opportunities and come out unscathed as a winners.