Natural DRIFT IN ORGANiZATIONS

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The objective of this article is to present the viability of business sustainability through strategic positioning based on the underpinnings of Cultural Biology. The tool used for this analysis was the Classic Economics Intelligence program, which interacts with Networks of People, Competences and Information searching for tendencies and importances needed for the well being of the business, society, as well as the natural environment. The article opposes the foundations of Darwin’s Natural Selection and is based on Maturana’s Natural Drift. It considers this replacement of foundations the key to transform the perception of the business strategic focus, enlarging the sistemic view which leads to the reformulation of aims, with a natural agreement, its aspirations and the environment that surrounds it. This article presents this practical viability based on a data analysis obtained in the last three yers of Strategic Intelligence consulting, using a software that presents an overview of the balance of strengths between the main organizational focuses*.*

# Introduction

We have been experiencing, with increasing intensity, a pressure for short-term results to the detriment of the construction of a planned medium-term and long-term future in the companies. The speed in which changes are happening causes larger instability in all segments, resulting in increasing concern over survival in the organizations. Therefore, executives who are dedicated to business direction are found to priorize short-term tasks, often operational, which hinders their strategic actions and their capacity to think and plan. This vicious circle is now being pressured by important environmental questions and organizations are delegating this responsibility to a determined area in the company. This area, in turn, has received the task of coming up with ideas or plans which manage to either accomplish the legal requirements or develop proactive ideas, avoiding future problems. It has also sent the internal and external communication task to the marketing area, disclosing a good image of the company to the market. In general, short-term actions which have low impact on the business main strategic decisions.

The objective of this article is to present a space of practical opportunity in order to give this reality another parameter of essential thoughts in the organizations. This will enable them to perform a deeper and more efficient transformation. This will have a positive impact on business, individuals, society, as well as the natural environment.

# The Use of Scientifics Theories

Science has been contributing greatly to justify our beliefs about reality, as well as guiding many of our actions according to these beliefs. Organizations have used very aggressive principles of competitiveness for many years. They have also used, as a natural justification of their actions in the market, the tought of Charles Darwin on the theory of Natural Selection (or Preservation of Favoured Races) – accepted by the scientific community in 1859. This is consided the best explanation for the adaptation and specialization of living creatures, where the most adapted do survive. This theory apart from being included as a discipline in schools, was formally included as a curricular discipline in universities in the first decades of the 20th century.

The consequences of organizational actions in recent years has increasingly been a struggle in order to be among the first, or even, to be the first in position. It happens in all social systems: organizations, families and schools – we are thereby educated and educate this way. Therefore, organizational consulting firms for strategic questions, directly linked to our economic system, work according with the same foundations and seek aggressive objectives and aims for their clients, in a non-stop search for Market Share – having the greatest share to be

more powerful. This means that the notion of scarcity is imperative in current thoughts and in the current economy and competition is the key for success, according to this model: to be one of the Top 10.

In the year 2000 Humberto Maturana and Jorge Mpodozis presented *El Origen de las Especies por Medio de la Deriva Natural* (The origin of species by means of natural drift), in which the biologists connote with the expression natural selection as a consequence of the history of the constitution of the biosphere through natural drift and not the mechanism that generates that history. They also imply that it is behavior that guides the course of the history of living systems, as opposed to genetics.

This study brings back the importance of the conduct for the evolutive process, at the same time that it points out the appearance of new lineages and inheritance as systemic and spontaneous processes. This occurs in the life of living creatures, with no intention whatsoever, of being more adapted or better, but being capable, which occurs in the flow of life of each species. It is important to emphasize that, when affirming that living creatures compete for survival, Darwin obscured the spontaneity of the evolutive process.

According to the belief that scientific underpinnings have an impact on our actions and way of thinking, a change in the conception of the meaning of existence through the acceptance of the explanation of Natural Drift could have an impact on the aims and manner that companies, schools and society coordinate their interpersonal relations for the success of productivity.

Based on these principles, we used tools, concepts and processes of Economic Intelligence in search for the understanding of what would be the results in organizations. This in case of a lower aggressiveness index in the short-term and a greater use of strategic capacity for the construction of a future sustainability based on growth and aligned with the demands of the natural environment. These would, in turn, be present in business strategies and not as a preventive aggregate of legalities or, even trying proactivity, but being fragmented in one or more areas of the company. This article presents the methodology used, the characteristics of the tool that enables a better dynamic view of organizational forces created in each case and the type of results attained in each of the two essential concepts.



Fig. 1. This figure attempts to represent the congruent structural changes undergone by an organism and the medium along the ontogenic structural drift that takes place in the life history of an organism in the conservation of the ontogenic phenotype/ontogenic niche relation that defines its class identity. We show at the extreme right of the drawing the ultimate end of any ontogenic structural drift, namely, death. In this and successive figures, the closed arrow represents a living system; the curved line under the closed arrow represent the niche; the changing form of the closed arrow and the congruent changing form of the line that represents the niche, represent the conservation of dynamic structural congruence between organism and medium. (MATURANA, 2000)

# Conclusive Analysis

It is shown, through applications of intelligence, based on internationally accepted programs, that, according to the tool used for practical applications, if organizations start to use the fundamental parameter of Natural Drift in detriment of Natural Selection, the perception of the aggressiveness needed would be minimized. This would facilitate the integration of organizational aims with the aims of the environmental sustainability and avoid organizations to be in uncomfortable situations which would threaten their continuity. Executives would hence be able to focus on their expected business management tasks and the concern with scarcity would no longer be a predominant need in the socio-economic environment. This article is aimed to be the first of a series of practical and proactive attitudes intending to multiply this consciousness and the consequent use of this model. This will happen by an increasing number of organizations and educational institutions, so that a cultural transformation may prevail for the choice of a *modus operandi* which is more coherent with our biological structure.

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