Type of organisations	

Richard Buckminster Fuller said "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete"

This module question if you really thought about how many different organizational models exist today and if the product/service/idea you have as entrepreneur fits in any of the different organizational models or better to say in which model.

The answer is also affected by the customer segment of your product/service/idea, if it is tackling a red ocean, it is a blue ocean strategy or market that doesn't exist today. A must is to understand how the world of each organization operates.

Task1: Read Ken Wilber "The Integral Vision"
Task2: Read Frederic Laloux "Reinventing Organizations"
Task3: Ask yourself where your idea fits from an organization operating point of view and in what kind of stage are You:
Red, (preconventional/egocentric)
Amber, (conventional/ethnocentric)
Green, (worldcentric)

What kind of cognition you experience
•Abductive (imagine scenarios that satisfy conditions, scenarios don't exist today).
•Retroductive (imagine rules that lead to alternate behaviors)
 •Cognitive flexibility (mental ability to switch between thinking about two different concepts, and to think about multiple concepts simultaneously)

The Evolution of our organizational models is directly connected to our own evolution in cognitive thinking . Frederic Laloux defined the following models Red, Amber, Orange, Green)

The key point of this module is you understand there are on the market different organisational models and each model has a different way of doing business. Each model is the result of our own cognitive evolution so knowing who you are and understanding the organisation you want to address with your product/service/idea is very important if you want to succeed.

According to Federic Laloux the organisations can be classified as follows:

Red: brought
•divisíon of labour, command and authority,
a current example are
• Mafia
• Street gangs
• Tribal militias

Amber: brought
• Formal roles (stable and scalable hierarchies)
• Processes long term and perspectives

a current example are are:
• Catholic Church
• Military
• Most government agencies
• Public school systems

ORANGE organizations brought:
• Innovation
• Accountability
• Meritocracy

a current example are:
• Multinational companies
• Charter schools

GREEN organizations brought:
• Empowerment
• Values driven culture
• Stakeholder model

a current example are:
Culture driven organisations

Conclusion; from an organization operating point of view, all these organisation exist and co-exist on the market, moreover some of them have elements of each other if you understand how your ideas/product/service can work within this context you will have less pain and more gain.