

# D.D.E. - Who Shouldn't Consider It !

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This morning I was asked a question that kept me busy the entire day:

"who should consider adopting [D.D.E. model](#)?"

In theory, anyone relating to the idea of 'enterprise' could use the model.

In practice, however, after considering the question and the possible answers from a multitude of perspectives, I believe it makes more sense to state **who should stay away** from this Dynamic Digital Enterprise model.

Here we go:

- if you are a conservative person then definitely stay away: that is because a D.D.E. requires plenty of trial&error experimentation;
- if you are a less imaginative person then perhaps you should approach it with caution: in D.D.E. humans are performing 'creative activities', while 'repetitive activities' are done by machines;
- if you are 'power hungry' then this is definitely not for you: there is no 'command and control' / 'stick and carrot' in this model;
- if you are not an inquisitive and way above average IT professional in your field: out of software and hardware, you need to master at least one and have at least a solid understanding of the other one;
- if you have no 'people skills' then you absolutely have to avoid D.D.E.: the model is based on teams of humans having reached maturity in terms of Social Intelligence / Emotional Intelligence;
- if you don't really love human-machine interaction then you wouldn't really enjoy working in a D.D.E.: it has to do with the concept of 'passion' in your work;
- if you expect to do every day the same thing then in a D.D.E. you would be extremely disappointed;
- if you already run an existing enterprise then you should be very-very careful about the danger of destabilizing your existing organization by adopting a new model: even your most loyal employees might hate you in the case of failure. Perhaps it would be easier to start afresh with a test project and if successful then to consider gradually enlarging the D.D.E. structure by absorbing those employees who are not belonging to one of the above situations.

The above list is by no means exhaustive, therefore please apply common sense to your particular situation!

Enjoy it!