

"And then what?"

Being a cheeky one (if you don't believe me then just read 'Efficiency@HMRC'), I ask everybody for feedback on my model of [Dynamic Digital Enterprise](#).

Today, [Mr. Tobias Mayer](#) was extraordinarily kind to give me his feedback and ask a very profound question:

"Maybe it's good to have it all in a simple model. And then what?"

In theory, an enterprise would be highly successful in solving humanity's problems, focusing on the greater good instead of financial gains, and we would all celebrate success by dancing kumbaya :)

In practice, we all know such thing will happen when the pigs will grow wings and fly by themselves.

My answer to Tobias Mayer's question is very simple:

I don't know what then!

The desire behind conceiving D.D.E. is to make obsolete the current widespread state of enterprise organization based on rigid hierarchy, command & control, top-down decision making and total disregard to the social value supposed to be brought by entrepreneurial activities.

It has been around half a century since [John C. Maxwell](#) has started expressing the rules of leadership, and the effect of the [Law of Lid](#) is soever true:

an enterprise can not be better than its leader! And one single person can not be better than the entire team of which s/he is !

That is why in D.D.E. leadership is a team activity - the entire team, with the lead role assumed by an individual member whenever his individual is the one required to make the decision. And the decision is made only as a team decision!

To all the above, D.D.E. is at this point just a theory. Nobody has yet approached me to say they are doing it.

There is, however, a statement I can make in full knowledge at this point:

by radically avoiding the current organizational problems (the ones mentioned above and many more), D.D.E. model creates a healthy good start for a new enterprise!

How it will be implemented in practice, well, that still remains to be seen.

Don't worry, I will share it with you :)