

Establishing an Internet Mentality throughout Your Business

Integrating into the Way We Organize to Compete

The Internet has changed everything with how businesses operate over the past decade. Most of the change has occurred with the ability to communicate and gather data instantaneously around the clock and around the world. Businesses have to create internal processes, structures and procedures that mirror the world that's changed as a result of the Internet.

If the impact of the Internet is obvious, unavoidable and demanding of our adaptation, the implications for managerial behavior are equally revolutionary and transformational. You cannot afford as a business owner to stick to the same formula that has worked before because of what has taken place with the Internet that has opened a plethora of new doors in how to reach customers, push the products and handle service. Therefore, an Internet mindset must begin with the willingness to alter old hardwire patterns of human behavior. Organizations need to consider new ways for their members to communicate, build trust, share knowledge and experience, work together and create a shared understanding of their ever changing reality.



In order to succeed in this environment, you must implement a system with everyone involved in your business that revolves around the following factors:

- Teamwork;
- Collaboration;
- Distribution of Responsibilities;
- Accountability Based on Performance;
- Expertise and Creativity that's Used Freely for the Benefit of the Group;

These internal changes are necessary to successfully match the demands of the external world of constant change, innovation and hyper-competitiveness. How will it change? First, efficiency of resource use, speed of innovation, responsiveness to customer and employee needs, international knowledge creation, management and distribution will be essential. This will dismantle rigid hierarchies and conventional protocols and build networks of self-managing teams with access to whatever information they may need in order to respond as quickly as possible to customers and coworkers.

We can understand how our managerial mindset and behavior need to shift by looking at computer hardware providers like Apple to show the global reach required to support business activities on a global scale by using intranets and the Internet.

For starters, Apple may handle design in California, while data is carried over intranets to component manufacturers in Taiwan for chips, Hong Kong for housings and Peru for copper wiring, to ship to a power-source manufacturer in Korea, all to be assembled in Malaysia and shipped to Guadalajara, Mexico, New Jersey and Vancouver for warehousing and distribution.

Meanwhile, logistic data is stored in Madras, human-resource administration is based in Dublin, and the worldwide sales and customer service headquarters is in South Africa, all connected through the company's intranet.

The very complexity of this arrangement requires the power of a network itself driven by decentralized and self-managing teams as well as a high level of professionalization, well-established working relationships, whether face to face or virtual, and the ability to manage the

network for the mutual gain of the organization and its internal and external customers. Of course, all of this must reflect the instantaneous nature of the Net.