McKinsey's 7s Principle and its inferences in Ramayana

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Abstract

The Mckinsey 7s model refers to a tool that analyse a company "organizational design". Mckinsey 7s model was developed in 1980's by Mckinsey consultants Tom peter,Robert Waterman and Jullen Philips with a help from Richard Pascale and Anthony G Athos.Since the Introduction ,the model has been widely used by academics and practioners and remaining one of the most popular strategic planning tools. It sought to present an emphasis on human resources (Soft S), rather than the traditional mass production tangible of capital, infrastructure and equipment as a key to higher organizational performance.

Ramayana in current age is not only an epic where we study about the story of Ram and Ravan but it is a lesson for us where we find most of the managerial concept related from Ramayana. Mckinsey 7s model has also correlation with Ramayana. The model can be applied to many situation and is a valuable tool when organizational design is at question. The most common uses of the framework is

1.   To facilitate organizational change

2.   To help implement new strategy

3.   To identify how each area may change in future.

Keywords: Ramayana, Mckinsey 7s model.

Mckinsey model and Ramayana

1: Strategy: Strategy is to be made for aachieving goal efficiently.The strategy formulation is the heart of the strategic management process.In Ramayana we find various incidents of strategic management application.

Case 1: Kaikeyi snd her two wish: At the time of anointment of lord Ram to the throne Manthara played a vey crucial role . She made understand Kaiekey in such a way that only Bharat should be seated on the thrown inspite of Ram.Manthara showed a future glance to Kaikeyi that after become the kinf of lord Ram she and Bharat may have to serve lord Ram and Sita for whole of his life.She convinced Kaikeyi for asking 2 wishes to exile Ram to jungle for 14 years and thrown for Bharat.

adya   raamamitaH   kshipraM   vanaM prasthaapayaamyaham |

yauvaraajye   cha   bharataM kshipramevaabhishhechaye ||(Sarga 9-Varsa2-Book 2 Ayodhyakand)

Now itself, I shall send Rama quickly to forest. I shall get Bharata anointed for princely kingdom immediately."

Case 2: Sita Haran: After disgrace from lord Ram and Laxman,Shuparnkha reached to her brother Ravan.Ravan was the king of Lanka.He was the great devotee of lord Shiva and very powerful.He had great qualities but when Shuparnakha told the story of her disgrace Ravan decided to abduct Sita to teach the lesson to Ram.Ravan made a proper strategy and with the help of Marichi he became successful in Kidnapping Sita .After seeing the condition of

Shuparnkha Ravan met Marichi and sets goal for abducting Sita.

yena vairam vinā araṇye sattvam āśritya kevalam || 3-36-12

karṇa nāsa apahāreṇa bhaginī me virūpitā |

tasya bhāryām janasthānāt sītām sura suta upamām || 3-36-13

ānayiṣyāmi vikramya sahāyaḥ tatra me bhava | AranyaKAnd

2: Structure: Strategy no doubt is necessary element to achieve goal but merely strategy does not work alone.We need a team structure to achieve a goal .Structure is the way in which a company is organized with chain of command and accountability relationship that form its organizational chart.The structure of lord Ram sena was like that-

At front- Rishab,Neel,Veerkund was there in middle-   Sugrive ,ShriRAm,Laxman,Satbali,Kesari,Gaj and Ark and in last Jambvant, Nal and Darimukh . It shows that without structure we can not build our team properly.

3: System: System is the process and procedures of the company which reveal business daily activities. As a leader lord Ram gave many lessons to us and also developed a system which is remarkable and acceptable by many leaders. As a good leader in future we should do

1: Self awareness 2: Skill practice 3: Define goals and action plan 4: Evaluate change.

4: Skills: Skills are the inner capability of an employee which help to achieve its objective.

Skill Of Hanuman: For the growth of the organization employees skills are most important.We can see communication skills and leadership skills when he went Lanka infront of Ravan to search Sita.Lord Hanuman was a very good communicator and sharp minded.His skills helped lord Ram many times and made him a winner in the war against Ravan .Hanuman flying skills helped Laxman to regain his life by Sanjeevani.He helped both of them and saved

life from AhiRavan,free from Nagpash with the help of Garud.

Skills Of Sugreev: Goals are achived by the skilled employees in Ramayana.Ram defeated Ravan by his skilled warriors and Sugriv was on e of them.Sugreev assist lord Ram in his mission to free his wife from the captivity of Ravan.

Skills of Nal and Neel: Nala and neel are monkeys who used to drop other things in pond Once they dropped a Kamandal of a sage and sage gave them curse stating that if they drop any thing in water   it should float.Jamvant recalls this instance Nal and Neel to drop the rockes in the water so that a float based on these rockes. Although the curse became boon for Ram sena and they made a bridge called ram setu with the help of Nal and neel.

Ram: Lord Ram was skilled in man management .Although he was king's son but he wondering in jungle for the cursed of Kaikeyi.Ram was very good in man management .It's really appreciable and learning aspect how did Ram create his army in Jungle where he did not know anyone but because of his man management skills he made friendship with Sugriv,Nal ,Neil,Veebhishan,Hanuman and many more helped them later to search Sita and fight against Ravan.

5: Staff: Staff involves talent management and human resources related to company decisions, such as training, recruiting and reward system. Staffing plays a very vital role in any organization in Ramayana. Staffing plays a very vital role in any organization in Ramayana staffing played a winning and losing role for both the teams. Some of the staffing procedures in Ramayana is as

1: Attrition: Anyone who joins organization is bond to leave someday it is very much important to understand the reason of attrition and that is what Ravan's big mistake.He did not even think why Vibhishan is leaving and what could be the side effect of this .In last we know it was Vibhishan who helped lord Ram most of the time to detect the strategy of Ravan.

2. Talent management and distribution of resources: Nal and Neel though make a fleeting appearance in a cameo, played an essential part in the tale .Hanuman who was speedy and agile,

chosen to complete the impossible task. He made Laxman live by bringing Sanjeevani which seemed an impossible task. So organization design can not be completed unless suitable talent to recruit.

6: Style: Style represents the way organization is managed by top level management, how they interact what action do they take and their symbolic value in Ramayana. We can see different style of leadership.

a) Participative leadership: Throughout the Ramayana, we find Rama being a participative leader. He involves initially his siblings and later on his lieutenants. He never imposes his decisions to team members but to took opinion all the time .He created a healthy team environment.

b) Team oriented approach: Ramayana teaches us team management lesson .Lord Ram build a team of VAnarsena to search Sita. Hanuman, Jambvant, Angad, Sugriv worked as a team. Ram gave importance to each members.

7: Shared Values: It is really challenge for a leader to create a team to achieve his goals .Lord Ram created a team of other spices, he communicated with them and fought togeather.The objective of team was very clear to search Sita g.

Ramayana regards dharma, one's duty as more important than one's emotions.Sacrifies in relationship, forgivness, protecting the weak are the values appeared in Ramayana. Lord Ram provides shelter to Vibhishan during the war who was the younger brother of Ravan .We can see several code of conduct followed in Ramayana.In the first war with Ravan lord Ram made Ravan weaponless but did not kill as it was against the value. Similarly an organization works on ethics and values.

Conclusion

Study concludes that inspite of working with monkeys who were from different spices lord Ram beautyfully showed his leadership quality. We can see Mckinsey principles also applied in Ramayana as all the S have been applied in Ramayana.Strategies has many examples when Kaikeyi asked her two wishes and Ravan made strategy to abduct Sita G.Structue Showed the chain of command. He has established Ram

Rajya and in Valmiki Ramayana he has beautifully explained Ram rajya. We have seen skills of Sugreev,Nal neel and Ram who have some special qualities. Staffing includes Attrition,Talant management distribution and many more. In style we have seen leadership style and finally shared values where we can see lord Ram provided shelter to Vibhishan. We can see one more example when lord Ram sena caught Shuk and Saran who was the Ravan;s doot but lord Ram showed his greatness and did not punish them. The study tries to correlate the Mackinsey 7s principles with Ramayana.

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