TEMPORAL DIMENSION TO ORGANIZATIONAL RESEARCH:
THE TIMESPAN METHOD OF DISCOVERING THE CORPORATE DNA

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Abstract

During 2011, an online discussion took place regarding the timespan diagnostic interview amongst the TOCICO members. Privileged to be part of this dialogue, the members asked if I could demonstrate this methodology in a public forum.

The goal of my presentation is to explain the original problem of measuring the complexity of work in any hierarchical organization using a ratio-scale measure, known as timespan of the role. I will then address and introduce the temporal dimension to organizations, measuring which accurately discovers and plots the Corporate DNA. The presentation will include actual DNA examples from the U.S. Federal Government, multinationals, and other types of organizations.

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