

**POINT OF VIEW:**

**THE UNCOVERING OF  
THE EVOLUTIONARY IMPULSE**

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# I

The first question we seek to answer is will an organization see the evolutionary impulse as valid?

## II

Evolution is valuable when we seek to make organizations capable of responding freshly to the challenges faced by them. It is only when there is an imperative, a burning requirement, for an organization to evolve a fresh new set of responses to the environment and its future.

### III

Only when the demand for evolution has crossed our levels of acceptable discomfort that we become willing to release the baggage of memory and become capable of living in the relative "unsafety" of fresh responses.

## IV

The second question we ask is "what are the conditions for an organization to invest into the evolutionary impulse of its own individual members?"

## V

The promise of being free of memory and responding freshly to the challenges facing us as organizations is easier made than kept.

Organizations are filled with people, individuals - each of whom vary in their degree of self-esteem, comfort (or the lack of it) with change, capabilities, capacity to take up responsibility, etc.

## VI

How can an organization be capable of responding freshly if its people are not individually made capable of doing so.

## VII

In short, the evolutionary impulse is "laid bare open" free of the encrustations of traditional responses only when the environment forces an individual or an institution to exhaust the possibilities inherent in those responses, and come face to face with the only sustainable resource known to man - his own inner capacities!