

HOW THE EGYPTIAN REVOLUTION PRESENTS EXCITING CHALLENGES FOR BUSINESS ANALYSIS IN EGYPT.

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For years, I asked myself: "How could nations benefit from Business Analysis methods to achieve reform? How could we scale out what we do in organizations to such complex entities? With this question in mind, I set off and looked for venues to experiment.

The question appeared even deeper and more complicated. What is it that needs to change? How to measure success? Are financial measures enough? Do we need additional measures for sustainability or personal satisfaction? The questions hang out there, abstract as they can be and answerless.

Then, like many life-crucial questions, the answer arrived spontaneously.

On the 25th of Jan, when the many became one, and the one presented the whole, the crowd power solved the mysteries. The silos broke and everybody realized what they knew all along: no one person will make it on their own, no one person is enough, and no one is less important. The crowd together knows what it needs. It may go through tunnels of chaos, but eventually emerge in a lighted direction.

Today, as I work on projects, my question is often reversed. The pre-engineered approach vanished. I rather ask myself "How can we mimic the natural self-organization methods that this anonymous family-like crowd on the streets of Egypt used during those 18 days

to help organizations reach beyond their perceived potentials quickly and naturally?"

Organizations waste time, effort, and money because they had not acquired the skills to listen to their people; and the people are frustrated because they know that they can do better. In the age of information, fast communication, and multi-talented people; the preconception of separate arenas: Experts and general public is over. Can leaders tap into that sense of collectivism and responsibility, and use it to grow their organizations and themselves? Is management becoming management of creativities rather than people? Are we all becoming managers in our places?

I suspect that future managers will not be found in closed meeting rooms. They will be out there engaging their people, listening to their ideas, and fostering their creativity; and when the people come up with the answers to the complicated questions in their simple language and efficient way, they will aggregate them in plans, orchestrate their execution. Then do it all over again, and again...

James Archer discusses "18 days that shook the world. Lessons in change and creativity from the Egyptian Revolution" on 27 September from 15:40 – 16:35