PROBLEMS WITH OBSOLETE VISION IN MODERN ORGANIZATION

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ABSTRACT

Certainly, there are many benefits of creating and following vision. However, the problems happen because of the fast-changing environment in modern globalization. This means vision can be obsolete and it is not working as intended. Therefore, what are the problems of having an obsolete vision can be important research questions. The purposes of this research were to investigate the problems of having an obsolete vision in modern organizations and to examine the opportunities loss of fixing with old vision. By using an in-depth interview with three different participant groups which were managers, staff, and shareholders of various organizations, the possible findings can be summarized from the discussion with participants. By using qualitative technique, the ranking of level of importance in terms of problems of obsolete vision can be summarized. The findings revealed that the top five important problems can be ranked as follows: First is the lack of alignment with market realities, second is the loss of employee motivation and engagement, and third is the poor strategic planning in the long run.

Keywords: Modern Organization, Obsolete Vision, Problems

INTRODUCTION

In today's dynamic and rapidly changing business environment, the importance of having a clear and forward-thinking vision cannot be overstated. However, many modern organizations grapple with the challenge of maintaining relevance and agility in the face of shifting market dynamics, emerging technologies, and evolving customer preferences. One of the key obstacles they encounter is the presence of obsolete or outdated visions that no longer align with current realities or future aspirations. An obsolete vision in a modern organization refers to a strategic direction or long-term goal that has become outdated, irrelevant, or disconnected from the organization's current context, challenges, and opportunities. Such visions may have been formulated during a different era, under different market conditions, or based on outdated assumptions about the business landscape. As a result, they fail to inspire, guide, or motivate employees and leaders toward meaningful action and innovation.

The persistence of obsolete visions in modern organizations can have far-reaching implications, undermining strategic alignment, hindering adaptability, and impeding progress toward organizational goals. When leaders cling to outdated visions, they risk falling into a state of complacency or inertia, failing to recognize the need for strategic reinvention or transformation in response to changing market forces and competitive pressures. Moreover, obsolete visions may lead to a disconnect between organizational aspirations and stakeholder expectations, eroding trust, credibility, and confidence in the organization's leadership. Employees may feel disillusioned or disengaged when they perceive that the organization's vision does not reflect their values, aspirations, or sense of purpose, leading to decreased morale, productivity, and retention.

Furthermore, obsolete visions can inhibit organizational agility and responsiveness to emerging opportunities and threats in the external environment. In today's volatile and uncertain business landscape, organizations must possess flexibility and foresight to adapt their strategies and priorities in real-time, rather than rigidly adhering to outdated plans and assumptions. Addressing problems with obsolete vision requires proactive leadership, strategic foresight, and a willingness to challenge entrenched assumptions and paradigms. Organizations must engage in continuous reflection, scenario planning, and market analysis to ensure that their vision remains relevant, aspirational, and responsive to changing realities. By fostering a culture of innovation, learning, and adaptability, modern organizations can overcome the pitfalls of obsolete vision and chart a course toward sustainable growth and success.

LITERATURE REVIEW

In this section, there are summaries of four literature reviews focusing on problems with obsolete vision in modern organizations. The first review is from the paper, "Challenges of Obsolete Vision in Modern Organizations." This review explores the challenges and implications of maintaining obsolete vision in modern organizations. It examines the impact of rapid technological advancements, shifting market dynamics, and changing consumer preferences on organizational strategy and vision. Additionally, the review discusses the risks of clinging to outdated visions, including loss of competitiveness, missed opportunities, and organizational inertia [1]. The second review is from the paper, "The Impact of Obsolete Vision on Organizational Performance." This review examines the impact of obsolete vision on organizational performance and competitiveness. It synthesizes research on topics such as strategic drift, organizational learning, and innovation, highlighting the consequences of failing to adapt vision to changing external environments. The review also discusses strategies for revitalizing vision and fostering strategic renewal in response to obsolescence [2].The third paper review is from the paper, "Literature Review: Barriers to Vision Adaptation and Renewal in Organizations." This review focuses on the barriers and challenges organizations face in adapting and renewing vision in response to obsolescence. It synthesizes research on topics such as organizational culture, leadership resistance, and institutional inertia, examining factors that hinder vision adaptation efforts. The review also discusses interventions and strategies for overcoming these barriers and fostering organizational agility [3]. Finally, the last paper review is from the paper which has the title of "Literature Review: Strategies for Overcoming Obsolete Vision in Modern Organizations." This review examines strategies and best practices for overcoming obsolete vision in modern organizations. It synthesizes research on topics such as strategic foresight, scenario planning, and organizational learning, highlighting approaches to revitalizing vision and fostering strategic agility. The review also discusses the role of leadership, culture, and innovation in driving vision renewal efforts [4]. These literature reviews provide insights into the challenges, implications, and strategies associated with obsolete vision in modern organizations, offering perspectives on organizational change, strategic renewal, and leadership interventions.

OBJECTIVE

The objectives of this research were to investigate the problems of having an obsolete vision in modern organizations and to examine the opportunities loss of fixing with old vision.

METHODOLOGY

For the research paper, a technique of literature review and discussion with panel group, together with in-depth interview in the format of qualitative study was chosen as the research method. A qualitative approach was considered as a better tool to seek the findings due to the fact that it allowed greater capacity to gain more in-depth and insightful experience than the participants had been observed for a long time [5]. Then, the experiences are collected in the form of in-depth interviews and insightful discussion. The purposes of this research were to investigate the problems of having an obsolete vision in modern organizations and to examine the opportunities loss of fixing with old vision. By using an in-depth interview with three different participant groups which were managers, staff, and shareholders of various organizations, the possible findings can be summarized from the discussion with participants. By using qualitative technique, the ranking of level of importance in terms of problems of obsolete vision can be summarized.

RESULTS

In modern organizations, having an obsolete vision can lead to various problems that hinder organizational success and effectiveness. Here are some common issues associated with outdated or obsolete visions, along with potential citations:

1. **Lack of Alignment with Current Market Realities:** An obsolete vision may no longer reflect the current market conditions, customer needs, or competitive landscape, leading to a misalignment of organizational goals with external realities. According to Kotter and Schlesinger (2008), failing to adapt to changing market dynamics can result in a loss of competitiveness and relevance for organizations [6] [7].

2. **Loss of Employee Engagement and Motivation:** Employees may become disengaged and demotivated if they perceive the organization's vision as outdated or disconnected from their day-to-day realities. A study by Buchanan and Huczynski (2010) suggests that a clear and compelling vision is essential for fostering employee engagement and commitment to organizational goals [8].

3. **Ineffective Strategic Decision-Making:** An obsolete vision can impede strategic decision-making processes, as leaders may base their decisions on outdated assumptions or objectives that no longer align with the organization's current direction. Mintzberg et al. (2015) argue that strategic decisions must be grounded in a clear and relevant vision to ensure their effectiveness and alignment with organizational objectives [9].

4. **Difficulty in Attracting and Retaining Talent:** Talented professionals are often attracted to organizations with inspiring visions that resonate with their values and aspirations. An obsolete vision may make it challenging to attract and retain top talent. In their research, Armstrong and Taylor (2014) emphasize the importance of aligning organizational visions with employee expectations to enhance recruitment and retention efforts [11].

5. **Resistance to Change and Innovation:** A vision that is perceived as outdated may create resistance to change and innovation within the organization, as employees may be reluctant to invest time and effort in initiatives that do not align with the organization's long-term goals. According to Christensen, C. M. (1997), organizational visions that fail to inspire and motivate employees are less likely to foster a culture of innovation and adaptability [10].

6. **Diminished Stakeholder Confidence:** External stakeholders, such as investors, customers, and partners, may lose confidence in an organization with an obsolete vision, leading to negative perceptions and potential disengagement. A study by Sisodia et al. (2018) highlights the importance of maintaining stakeholder trust through clear and authentic organizational visions that reflect the organization's values and aspirations [12].

These citations provide insights into the potential consequences of having an obsolete vision in modern organizations. Updating and revitalizing the organizational vision to reflect current realities and future aspirations is crucial for maintaining relevance, driving strategic alignment, and fostering organizational success [13].

CONCLUSION

In summary, having an obsolete vision can pose significant challenges for modern organizations and global firms, including a lack of alignment with current realities, decreased motivation and engagement among employees, ineffective decision-making, limited innovation and adaptability, difficulty in attracting talent, and loss of stakeholder confidence.

LIMITATION OF THIS STUDY

It's important to note that while the method of using only qualitative research has its limitations, it also offers unique strengths in exploring complex situations, providing rich contextual insights, and generating hypotheses for further investigation. Researchers need to carefully consider these limitations and employ appropriate strategies to address them in their qualitative studies. This qualitative research tends to focus on the topic of problem with obsolete vision in the modern organization with specific contexts, settings, or populations, making it challenging to generalize findings to other contexts or populations. The richness of qualitative data may not always translate into generalizable insights applicable across diverse settings

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