

# Holacracy and its Impact on Business: What Companies fit this model?

Over the past few years one leader and his company have been a visionary on the business landscape. Tony Hsieh's Zappos has revolutionized the way online retailers meet the needs of not only their customer base, but their employees as well. Zappos recently adopted the Holacracy style of management as a way to improve the level of service it provides following the footsteps of companies like ARCA, David Allen Company, and Medium.

Holacracy provides benefits to organizations that are working toward building lean and adaptable organizations, getting things done easily together, and aligning around purpose (Benefits, 2015). Key attributes of Holacracy are (Holacracy-How it works, 2015):

- *A new way of running an organization that removes power from a management hierarchy and distributes it across clear roles, which can be executed autonomously*
- *With Holacracy, there is a clear set of rules and processes for how a team breaks up its work, and defines its roles with clear responsibilities and expectations.*
- *The work is actually more structured than in a conventional company, just differently*

This research will look at the impacts of Holacracy on companies today as well as the impacts on traditional management and the customer. Can traditional management embrace the impacts of a holocratic environment and capitalize on the dynamic roles that replace static job descriptions? Our research will address these key differences and how companies can or have embraced these concepts or if on the flip side they think this is a social experiment gone array.