

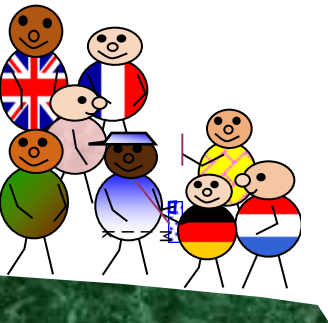
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CIS015-3

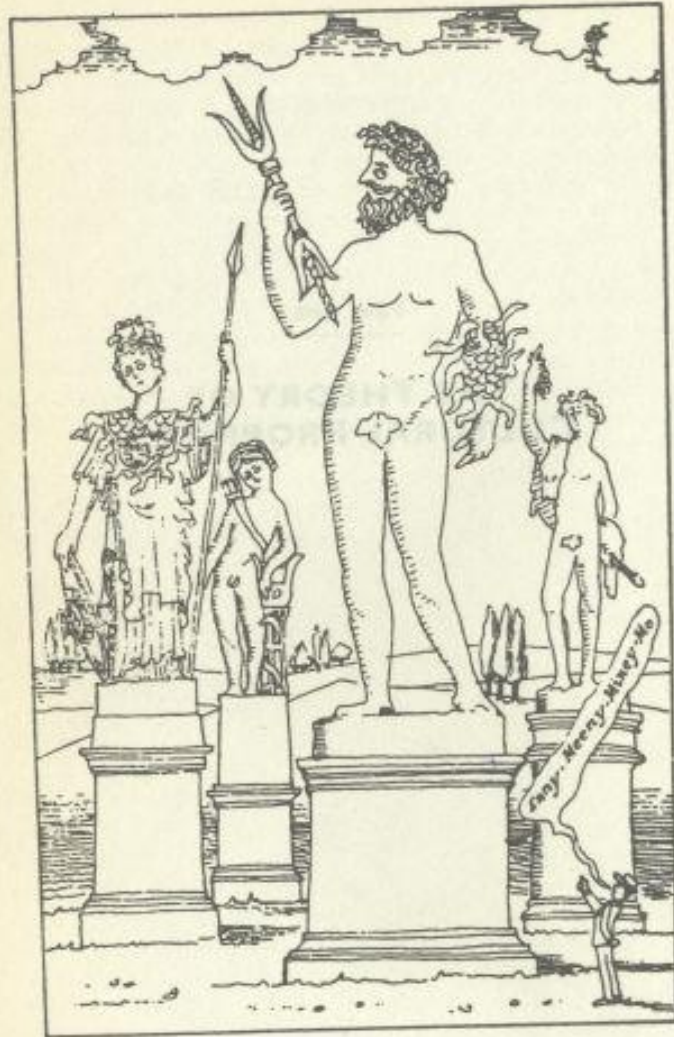
The Four Gods of Management in Action

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- **Based on Charles Handy: The Four Gods of Management, Oxford University Press.**
- **<http://www.google.co.uk/search?q=Charles+Handy+The+four+gods+of+management>**





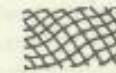

Charles Handy's "Gods of Management"



CHAPTER ONE

THE FOUR GODS OF MANAGEMENT

Each of the four gods gives its name to a *cult* or philosophy of management and to an organisational culture. Each of these cultures has also got a formal, more technical, name, as well as a diagrammatic picture. The name, picture and the Greek god each carries its own overtones, and these overtones combine to build up the concept I am trying to convey. They also help to keep the ideas in one's memory.

<i>The Culture</i>	<i>The Picture</i>	<i>The God</i>
Club		Zeus
Role		Apollo
Task		Athena
Existential		Dionysus

These names, signs and gods do not amount to definitions, for the cultures cannot be precisely defined, only recognised when you

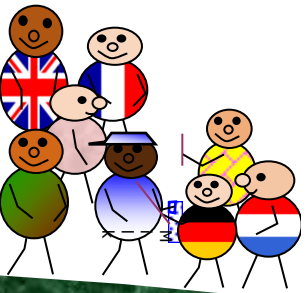
What am I doing for a living?

- I am Senior Lecturer at the University of Bedfordshire.
 - ◆ Apollo
- I teach Project Management.
 - ◆ Athene
- I work for Yong and Les.
 - ◆ Zeus
- I am a Computer Scientist.
 - ◆ Dionysus



The Four Gods of Management

- **Zeus: Club Culture**
 - **Apollo: Role Based Culture**
 - **Athena: Task Based Culture**
 - **Dionysus: Existential**
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- **See links on BREO for details.**

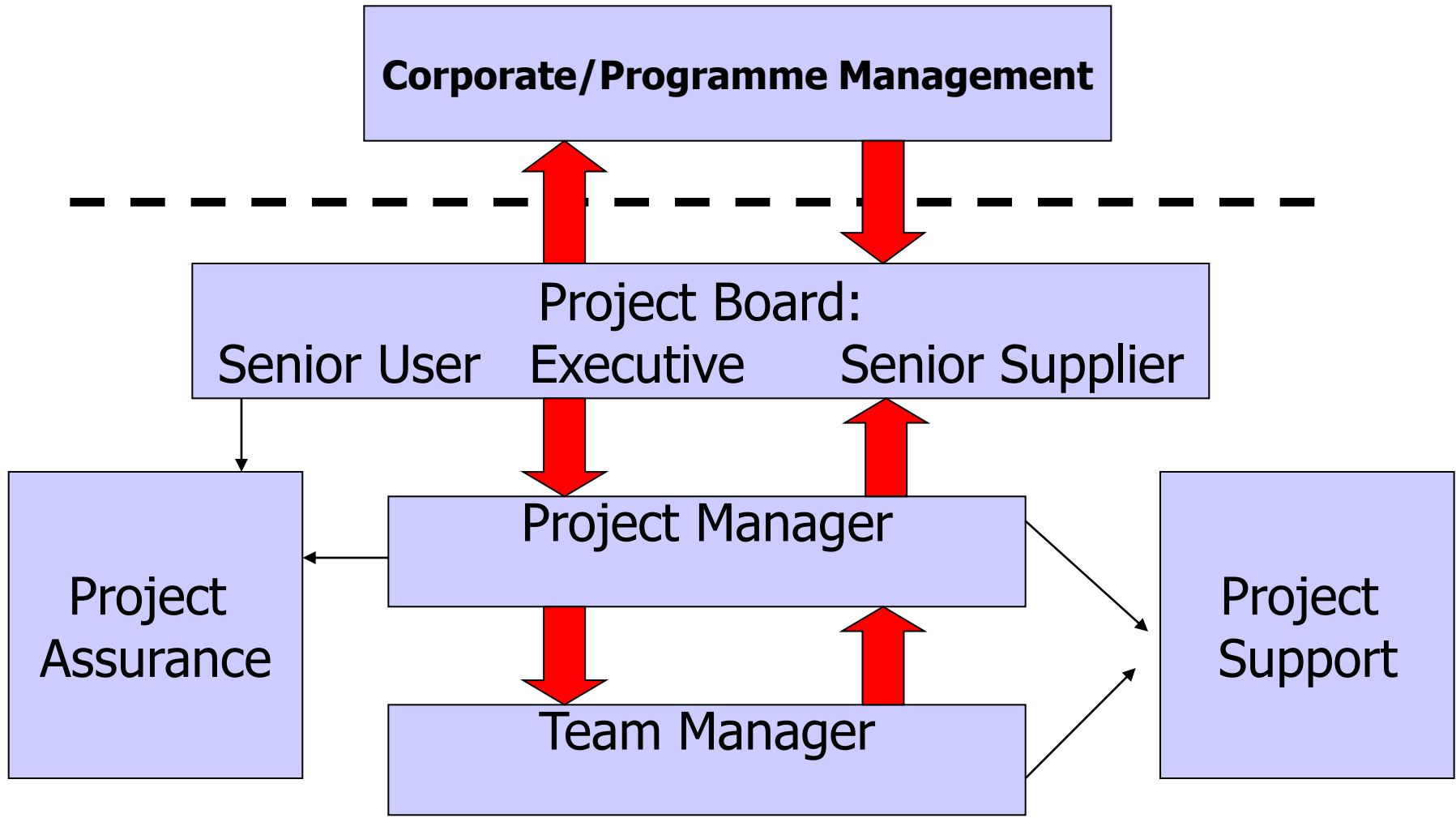


Organization Models and Project Manager's Role

	Level of authority	Communication methods	Staff management techniques
Functional (hierarchical) Apollo	Low	Horizontal flow of information is difficult	Well defined
Matrix organization	Medium	Good information flow	May become problematic (two bosses)
Projectized organisation Athena	High	Excellent conditions	Demanding (uncertainty of "after the project")
Zeus	Depends on relationship between Project Manager and the sponsor ("Zeus"). Can be excellent or doomed.		
Dionysus	Low	Unreliable	Nearly impossible, needs soft skills.

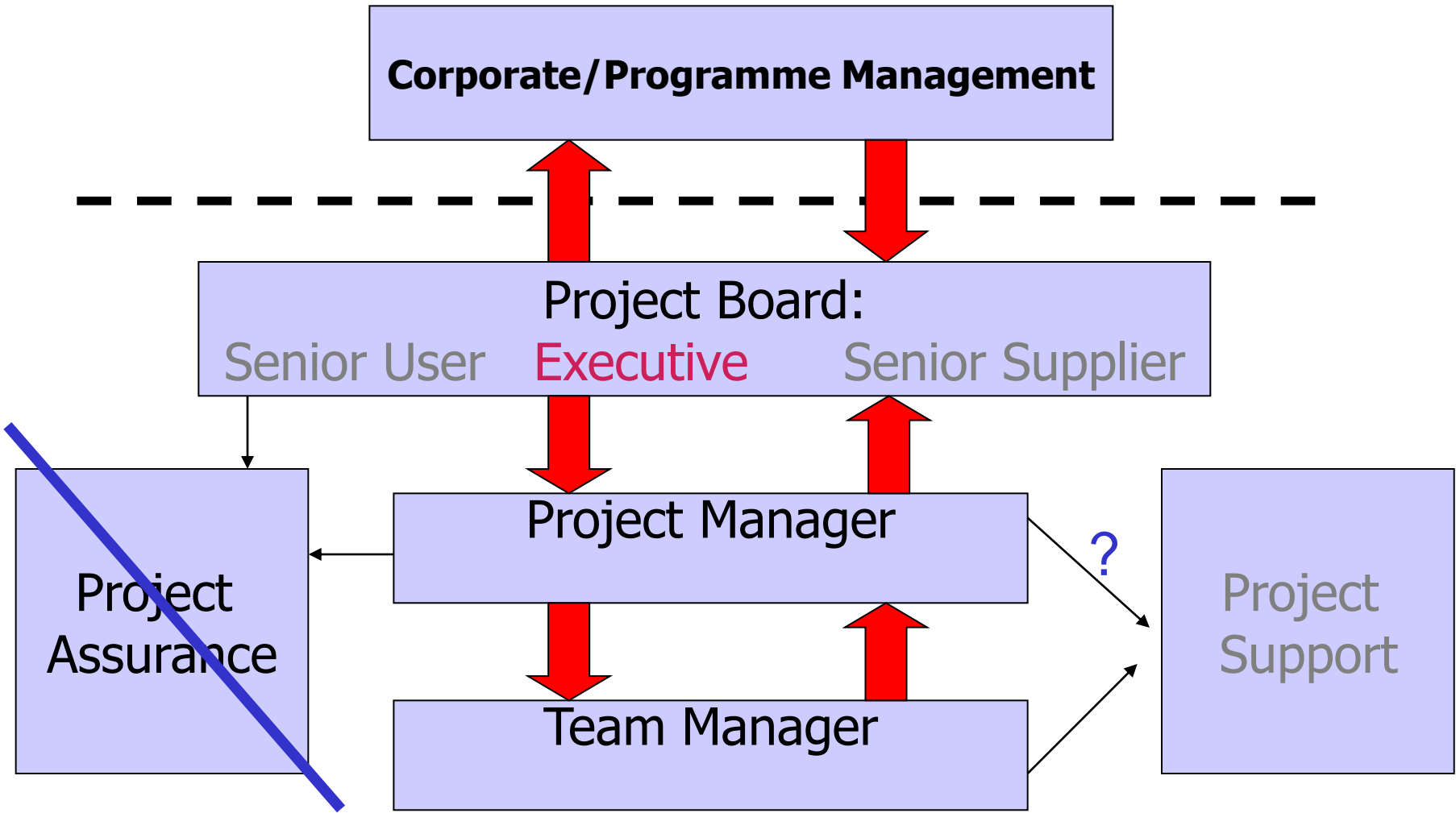


PRINCE2® Management Structure (as already seen before)



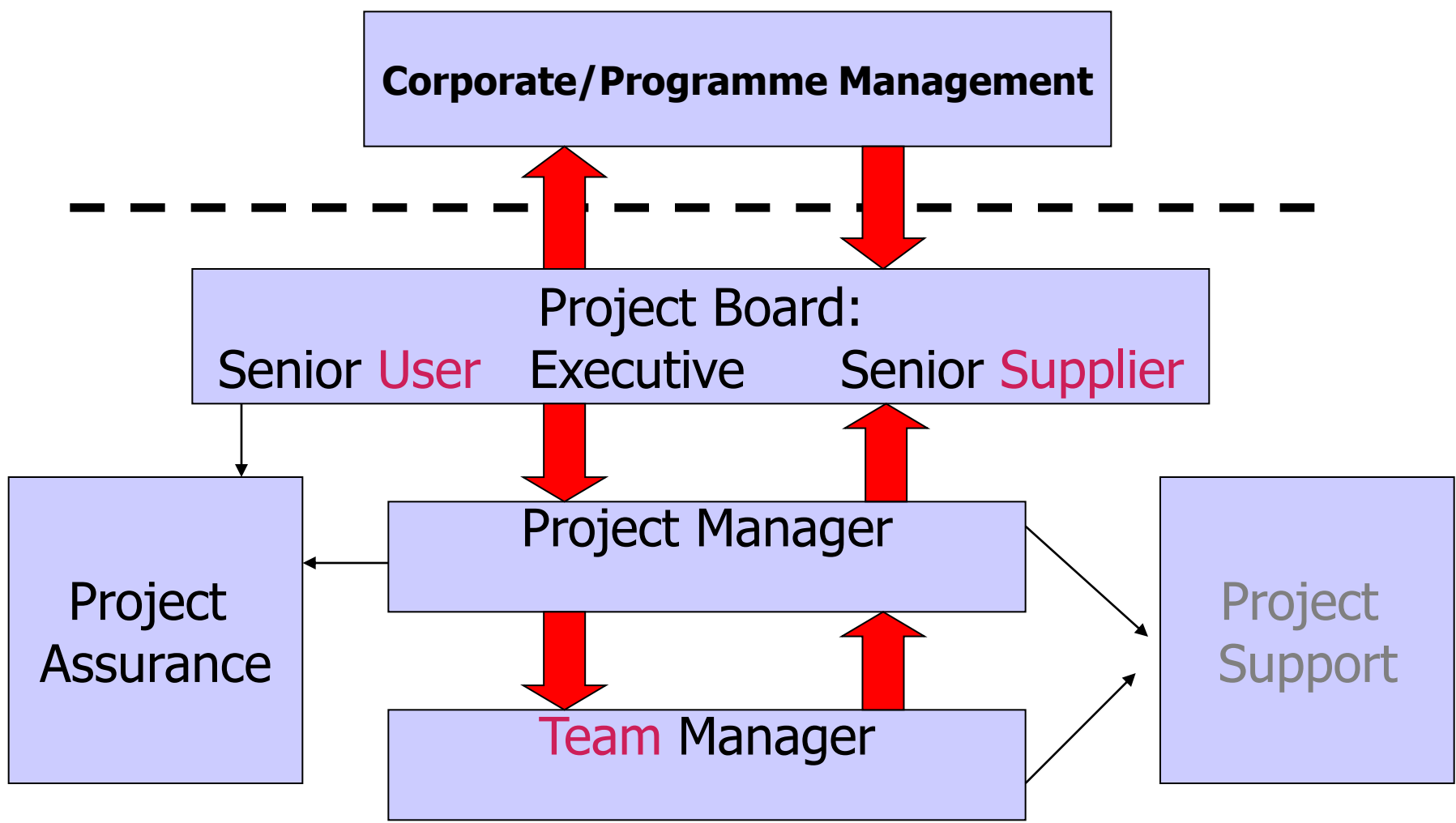
PRINCE2® Management Structure

Zeus - Culture



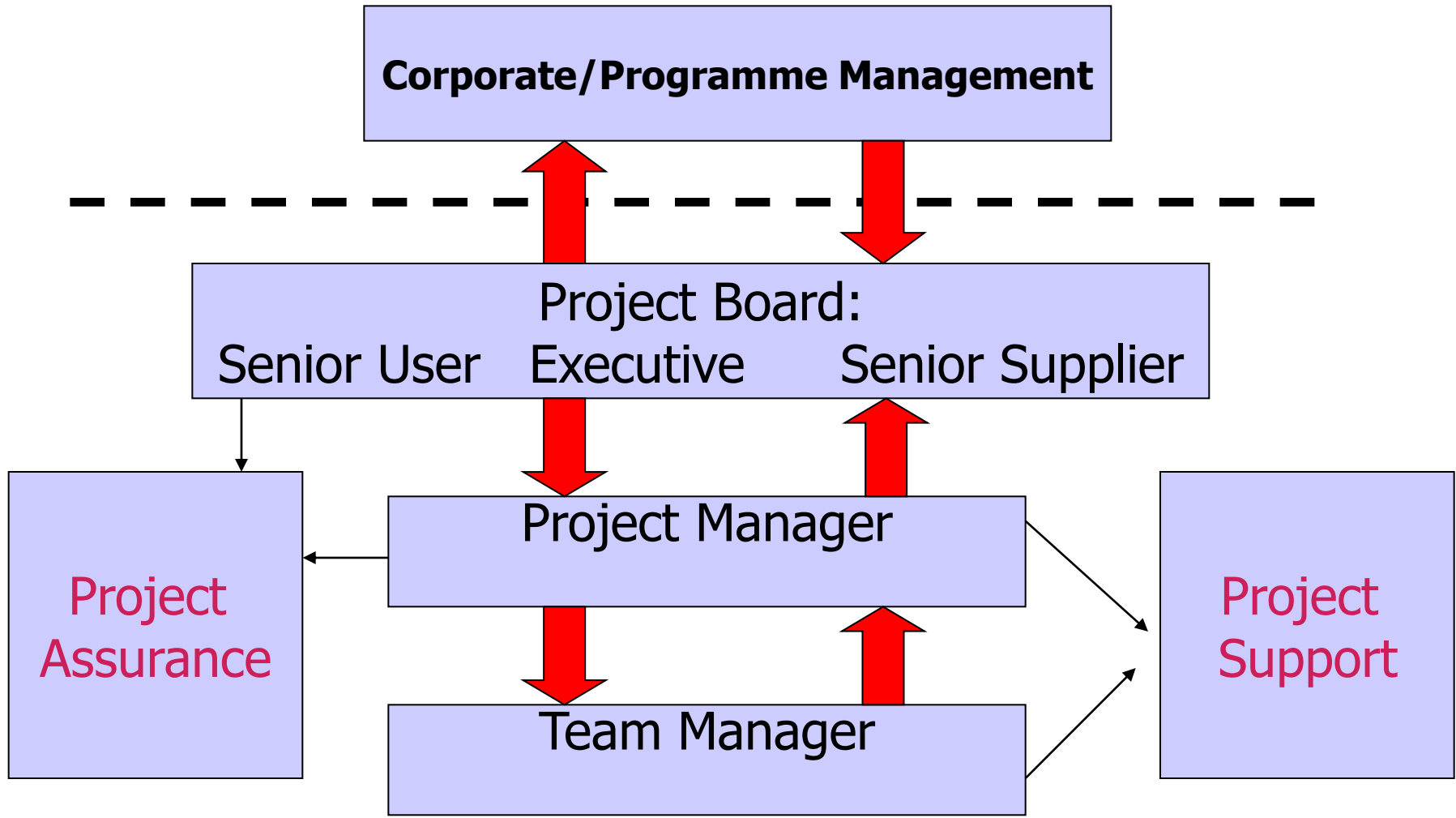
PRINCE2® Management Structure

Athena - Culture



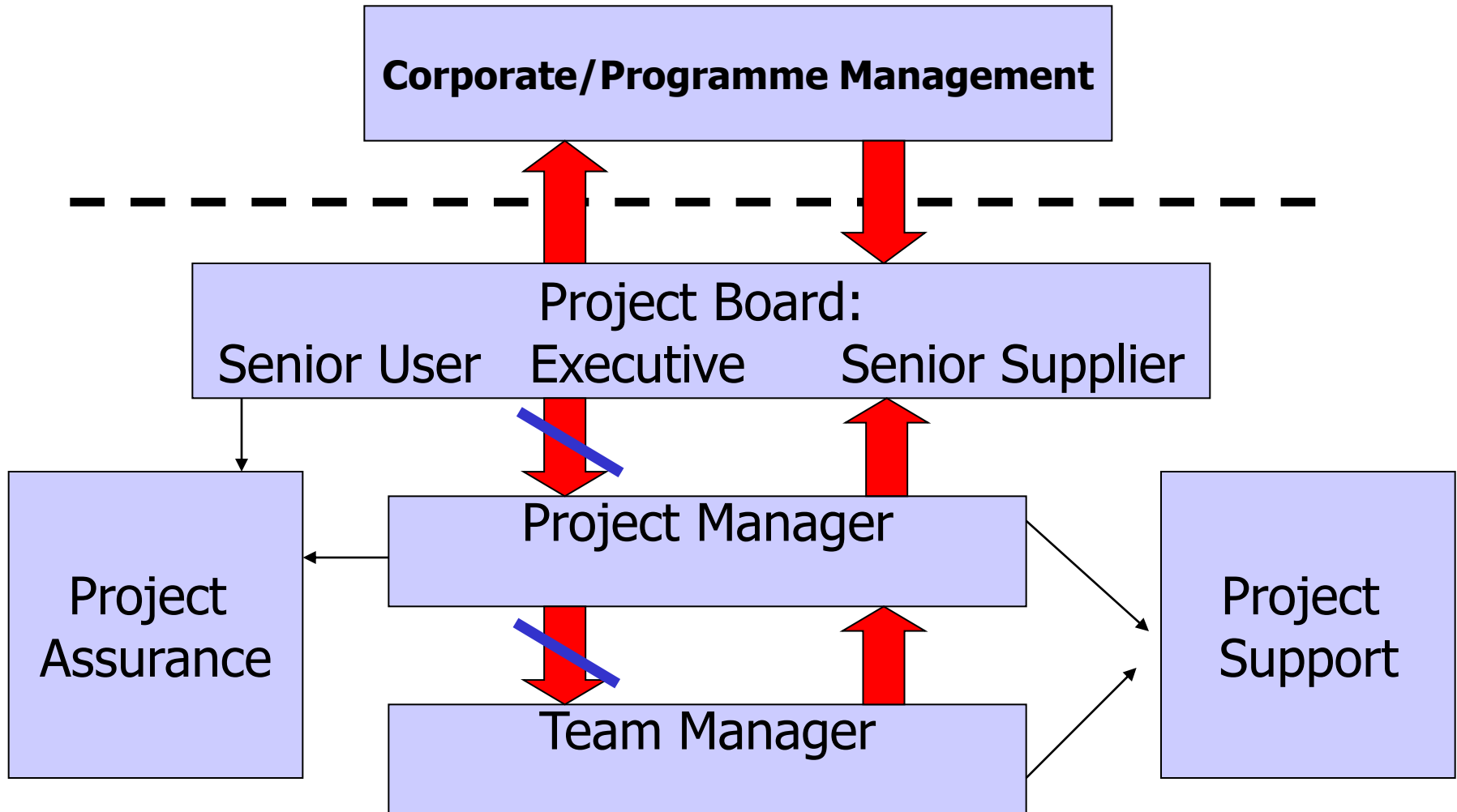
PRINCE2® Management Structure

Apollo - Culture



PRINCE2® Management Structure

Dyonisus - Culture



Why are you here?

- I am enrolled in CIS015-3 Social and Professional Project Management at the University of Bedfordshire.
 - ◆ Apollo
- I learn how to do projects
 - ◆ Athene
- I attend Marc's lecture
 - ◆ Zeus
- I want to know about projects
 - ◆ Dionysus

