

There is a way to create a new company, one that can expand rapidly to meet demand and generate profits.

The same method can be used to reorganise an existing company to allow for expansion without adding overhead.

The method is to organise the company as a fractal organisation.

Fractal organisations have always existed in society, in and between families, neighbours, friends and colleagues. People who trust one another have been able to work as a flexible and powerful team, each knowing the others are doing what they can to help the team achieve its aims. So far, however, there has been no explicit description of such organisations, nor has there been a method to exploit their existence. Perhaps because the word fractal has only recently arrived can this type of organisation be described at all.

This book is an introduction to Fractal Organisations. I don't have all the answers, but I have put a lot of my experience and knowledge into this book.