

The Characteristics of Strong Organizations Relative to the Endurance Expedition

Wedzerai Nhemachena and Chipu Mutongi

Abstract

The case study of Ernest Shackleton and his Endurance Expedition looks at various aspects of managing and leading organizations that any serious entrepreneurial CEOs and other business executives could borrow in starting and running their organizations. This paper looks at the characteristics of strong organizations that make them stand out strongly ahead of others, especially in competitive business environments. It is important to stay ahead of competition so that as organizations, we get the first mover advantage. The characteristics under discussion in this article are leadership, decision-making, people, work processes and culture. These made a difference in the Endurance Expedition and can surely make a difference to organizations operating in tough environments today.

Keywords: Endurance; leadership; decision-making; people; work processes and culture