

# The Appriser

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## Is your organization in danger of losing its tongue?

—Mark L. Vincent  
CEO/Senior Design Partner

*“For everything to stay the same, everything must change.  
If it does not, everything will be lost.”  
-Giuseppe Tomasi di Lampedusa*

These words from the prize-winning Sicilian writer provide the veritable definition of [repristinization](#) (to make a thing pristine again). I came across this quote in an *Economist* article (*Embracing the Future*, 25 February 2012, p.95) about how helpful the web has been in preserving, and in some cases, reigniting nearly extinct languages.

The insight to glean from the article is that when remaining elders within a language group grump and try to keep everything as it was, both culture and language are lost. Yet, when technology is embraced as a means to preserve and convey culture and language a new generation and a global audience becomes part of the embrace.

It is not a stretch to find application for organizational leaders concerned with organizational culture, leadership succession, and transmission of values. It is also not a paradox to say that in keeping something as it is, everything about it must change. The terrifying and thrilling moments of figuring it out is what made the organization come into being, give it a language, provided a culture and carries the prayer of surviving tomorrow.

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*To learn more about Design Group International's approach to organizational development, click [here](#) for our free resource: [The Tao of Action-Reflection](#).*

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