

Living today in a world full of accelerating, contradictory and advanced ideas without realizing where your organization is in that world and the level of human thought in it is absurd. And that the movement of science and development does not end, and what exists today may be canceled or developed tomorrow. Therefore, it was important to delve deeply into the reasons for the failure and success of organizations by studying the organizational DNA, because it will help us to conduct laboratory tests and give us the results of the failure and success of these organizations. Which is a cross-sectional image showing us the strengths and weaknesses of the organization, and then finding the necessary solutions by working to strengthen the strengths and mitigate the weaknesses and address them, to avoid the organization elements of failure and follow the steps of success and this is what all organizations seek with different goals.