Understanding Organisations: a book of visual provocations

Prompts by Gordon Fletcher

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Visual provocations give us a nudge to think about the world around us differently. When visual provocations are applied to a single area of thinking or a set of concepts the effect is all the more powerful. Any sense of normality, pre-existing believes or understanding are pushed to a breaking point as we try to make sense of these visual statements in ways that are not intended and cannot always be reconciled.

See these provocations as ways of reflecting upon what you thought you knew was certain. Is it because the image is incorrect? Is it because you did not have all the information enabled you to understand?

The images in this book are produced by artificial intelligence. The titles of the provocations were generated directly from the section titles - with additional style information - or were generated by prompting an AI with the section titles. The titles were then feed into a text-to-image AI tool that generated the image. Some upscaling (to make the images print quality) or refining (to make the images sharper and sometimes more visually attractive was undertaken). The generated images were not further 'tweaked' in Photoshop or any other editing software.

How do you understand an organisation? What is an organisation? Is an organisation a self-contained thing in its own right?

These provocations encourage you to think about what an organisation might be, how it relates to the rest of the world and to you.

The provocations focus on...
- The Nature of Business
- Structures and Functions within Organisations
- Leadership and Management
- Human Resource Management
- The Finance Function
- The External Environment
- PESTLE Analysis
- The Future of Business

Understanding organisations

The Nature of Business

The Nature of Business Ink Drawing in the style of Rene Magritte

The nature of business in Australian Tonalism style by Francis Bacon

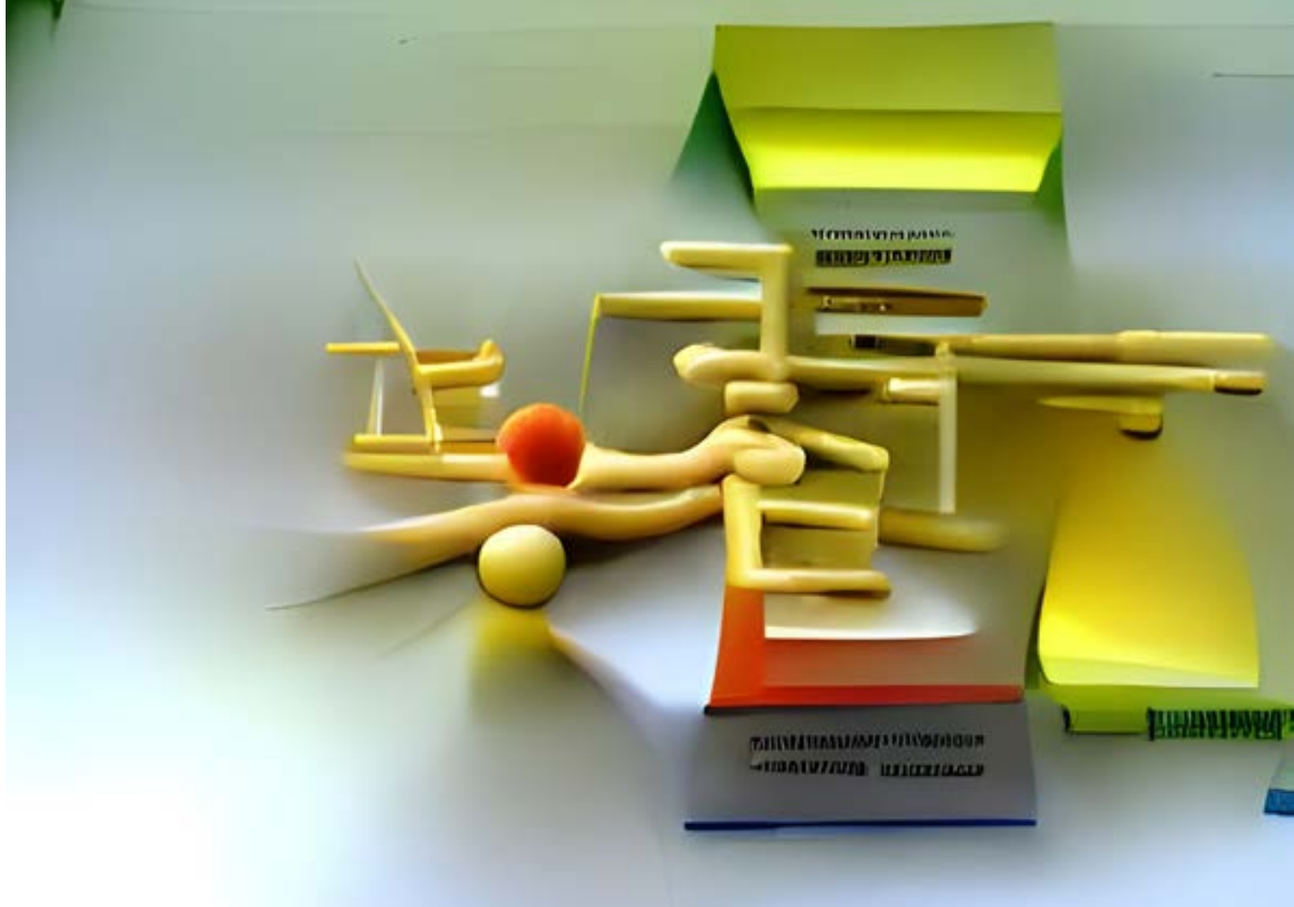
The nature of business oil on canvas in the style of Stuckism

The nature of business by Pauline Boty

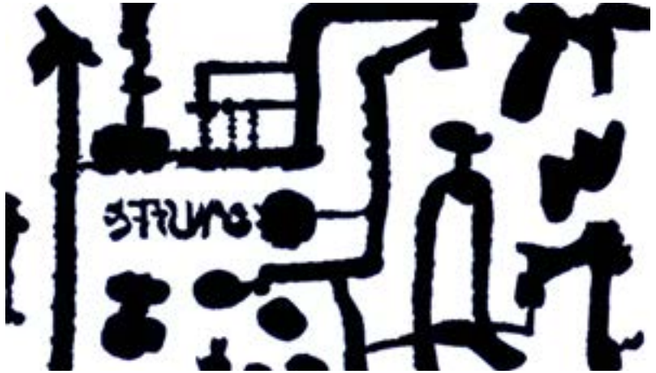
People doing business Sōsaku hanga style

The Nature of Business by Marjorie Strider in De Stijl style

Structures and Functions within Organisations

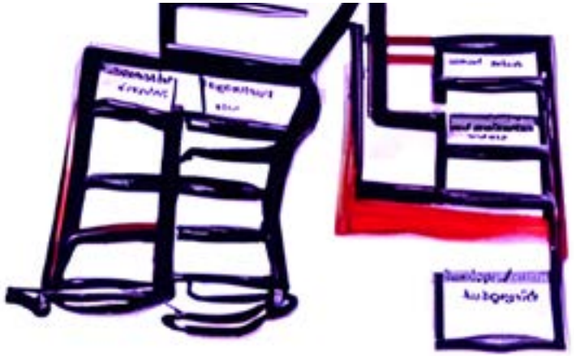


Structures and functions within organisations in underground comix style



Structures and functions within organisations by Chiho Aoshima

Structure and Functions within Organisations clip art style by Kiki Kogelnik



Structures and functions within an organisation by J.M.W. Turner on a happy day

Leadership and Management

Leadership and Management by James Gurney in an Arts and Crafts Movement style

Leadership and Management tapestry
by Grayson Perry

Leadership and management portrait
by Lynette Yiadom-Boakye

Leadership and management anime style
by Bridget Riley

Leadership and management in the
style of a 1950s advertisement

Human Resource Management

Human Resource Management gouache on paper in a pre-Raphaelite style

Human Resource Management in Soviet propoganda style drawn by Andy Warhol

"Human Resource Management", Fantastic realism by Anne Hardy

"Human Resource Management", Harlem Renaissance School, by Sarah Anne Bright (1793-1866)

"Human Resource Management" by Grace Pailthorpe

Human Resource Management", filmic steampunk graffiti

The Finance Function

"The Finance Function", iridescent fauvism, Nadežda Petrović (1873–1915)

The finance function victorian freakshow photo

"The Finance Function", biomorphic style in plastic,
Sonja Ferlov Mancoba (1911–1984)

"The Finance Function",
Lovecraftian digital illustration

"The Finance Function" shown as a
kaleidoscope product design

The External Environment

The External Environment by Tracey Emin in Ukiyo-e style

The external business environment

The External Environment as Art Nouveau by Sturtevant

The External Environment drawn on concrete by The New Yorker and Barbara Hepworth

"The External Environment", as a child's drawing, by John Constable

The external business environment as a 1930s style travel poster

PESTLE Analysis

PESTLE Analysis cave painting

"PESTLE Analysis", oil on canvas, renaissance painting, by David Hockney

"PESTLE Analysis" by Sidney Nolan

"PESTLE Analysis", vivid, by Evelyn Dunbar (1906–1960)

"PESTLE Analysis", film still, Runa Islam

The Future of Business

Dystopian 🦊 caught in a city of the future in an afrofuturist style

"The Future of Business", Psychedelic style, by Joan Miró (1893–1983)

"The Future of Business", bokeh concept art set in the DC Universe

"The Future of Business", Pink Floyd Album Cover Art

"The Organisation", as a topographic map, Ordnance Survey