

Case study theory y

Business



In a large organization employing highly educated professionals is to conduct a needs assessment of the professionals. Directing a needs assessment is important, so that the management looking at the rewards and challenges of being a manager that can motivate the professionals effectively. In addition, educated professionals need to fulfill their self-actualization needs, needs for achievement and needs for affiliation. Organic structure can be adopted in managing the professionals.

Organic structure can be adopted in managing the professionals at the same time. In a large organization that employs highly educated professionals, it is giving more importance for the organization to fulfill the self-actualization needs of the professionals. According to Moscow Hierarchy, self-actualization need is a person's needs for growth, achieving one's potential and self-actualization. Moreover, it is also a person's need to become what he or she is capable of becoming.

However the manager can provide training to the professionals to fulfill their actualization need.

For example, the manager can provide training in communication skills, computer systems application and programming, customer service as well. Besides that, managers can apply theory Y to motivate the highly educated professionals. Theory Y is the assumption that employees are creative, enjoy work, seek responsibility, and can exercise self-direction. And yet there are several ways for a manager to motivate employees based on Theory Y.

For example, managers can adopt participative decision making. Furthermore, Organic structure is the suitable use for more flexible

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structures with less clearly-defined chains of command. Effective companies usually try to use the best structure for their specific situation. In addition, there are six characteristics of organic structure which is cross-functional team, cross-hierarchical teams, free flow of Information, and wide spans of control, decentralization and low formalization.

Then, decentralization is more independence, freedom, increase flexibility, speed up decision making, get closer to customers, empower employees and reduce costs.

As conclusion, the manager can provide training to the professionals to fulfill their actualization needs. As a nutshell, Organic structure Is more suitable for motivating the highly educated professionals and Is a highly adaptive form that Is as loose and flexible as well too.