

Hrm innovation and change



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The case study of Intel in 'Managing Organization change: A multiple perspective approach' by Palmer, Dunford and Akin is critical indicator of change management that needs to become intrinsic part of business strategy in the contemporary environment of competitive global business. The CEO, Barrett was able to regain Intel's market position by managing change effectively. He used effective communication across its organization structure to promote and facilitate change. He showed exemplary leadership initiatives in widening its business vision and strategic goals to maintain competitive advantage through reorganization and emphasizing on improved communication amongst the management and employees. He also ensured that new arenas were explored for innovation and new product development introduced for the pre-defined customers as per their changing requirements with competitive pricing.

The given text has reaffirmed the need of managerial leadership that has become imperative to facilitate more accommodating approach to the changing dynamics of the organizational culture and management. The integrated approach promotes collective vision of the organization and provides the necessary impetus to the employees to strive towards it. The management needs to accept the challenge of creating a cohesive and encouraging atmosphere so that the workers could get effective learning environment. They are provided with a wider scope for professional growth in the area of core competencies.

Indeed, with the global competition becoming increasingly stiff, the jobs specifications are becoming less rigid and changing the overall perspective of job criteria and employment. The compulsions of the present times require versatility in the working force. Individuals and firms must embrace the

culture of multi skilled professionals that are able to meet the challenges with efficiency and unmatched proficiency. The fundamental HR strategy must become more flexible for managing successful organization workforce. In the contemporary business environment, effective communication is essential for inculcating shared responsibilities, common goals and collective decision making.

It can thus, be concluded that human resource strategy has become the most critical factor that develops the highly indigenous team of human capital that helps to provide the organization with a competitive advantage that is unique. HR initiatives are vital ingredients of managing change. The workforce is the backbone of an organization and the HR strategy needs to develop its unique organizational culture with well defined vision and mission statements which are effectively communicated to their employees. The shared vision promotes better understanding among the employees and provides impetus for improved performance and easy changeover.

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Reference

Palmer, Ian; Dunford, Richard and Akin, Gib. (2006). Managing Organization change: A multiple perspective approach. McGraw Hills.