

Organizational behavior essay sample

[Psychology](#), [Behaviorism](#)



Leadership is a variable that determines an organization's performance as it is mainly concerned with implementation of strategies that have been developed by the management. Success in an organization is often a result of employment of relevant operational strategies and their proper implementation which requires good leadership. Customer satisfaction is a measure of how accurate the strategies employed are to the needs and expectations of the customers.

Strategies that are aimed at meeting the needs and expectations of the market are widely implemented and encouraged by total quality management principles (Giuliani, & Kurson, 2007). A 2008 survey on customer satisfaction shows that the customer are satisfied with the manner in which Kudler Fine Foods carries out its services from customer services to the products that the organization stocks. Except for the manner in which the organization displays its products, all other aspects that relate to actual service provision are done well.

To attain such levels of efficiency in addressing the expectations and needs of the customers, strategies that are relevant to the needs of the market must have been developed and measure taken to ensure they are effectively implemented. Formulation of robust customer based strategies and their implementation requires objective leadership and this is clear from the 2008 survey. In 2007, the organization's relevance to the expectations and needs of the customers was poor as a majority of the customers were dissatisfied with the store.

Everything about the store was bad from the customers except for the knowledge of the workers. The clear shift in performance to address areas

that the 2007 customer survey showed that the organization was performing badly clearly shows that Kudler Fine Foods and its leaders are implementing a customer based approach in coming up with operational strategies. The organization's budget shows that customer relationship management (CRM) system has been allocated considerable resources and this is also the case for the organization's Business to Customer system.

CRM and B2C systems are tools used by businesses to ensure that their markets are monitored and strategies developed ensure the needs of the markets are met (Bass, & Riggio, 2006). A large resource allocation to these systems is indicative of the importance attached to the needs of the customer. The near drastic change in the performance of Kudler Fine Foods as shown by customer satisfaction is often associated with autocratic leadership.

Under this leadership approach goals are set and a timeframe within which the goals are to be met defined. Leaders are to facilitate the achievement of goals and they rarely act the role of big brother to anyone (Kouzes, & Posner, 2007). Moreover, it is evident that though the leadership is autocratic, it is goal oriented. Achievement of a complete turnaround in the performance of an organization requires motivation and passions to achieve set objectives from all members of an organization.

If strategies are formulated and employees are not motivated enough to seek the set goals, it is highly probable that the goals will not be achieved. Though autocratic leadership is associated with low employee satisfaction thus motivation, the goal oriented approach that the organization has implemented gives it an edge in that the leadership approach ensures

success and employee motivation and this has been central to the Kudler Fine Foods' success in developing a good name for itself in the industry and market segment that it operates in.

Employing technology and customer aided strategies in operations are strategies used in objective leadership and in most cases success in operations is often the result (Kouzes, & Posner, 2007). References Bass, B. M. , & Riggio, R. E. (2006). Transformational Leadership. London: Routledge. Giuliani, R. , & Kurson, K. (2007). Leadership. New York, NY: Hyperion Books. Kouzes, J. M. , & Posner, B. Z. (2007). The Leadership Challenge. New York, NY: Wiley Default.