

Leadership in organisations

[Business](#), [Leadership](#)



As Harvard University Professor John Kotter notes that there is a logical, multi-step process to advance successful change. From the leadership, Bit Service convinced the members there is a need and a benefit (an opportunity) to change, carefully analysis the market demand and competition rivalry, every one realised its potential and the objective should be compatible to the tendency. Leading and creating change is essence of leadership; strategic leadership functions include influencing the organisation culture, developing a vision, implementing change, and encouraging learning and innovation (Gary Yukl, 2002).

Under the up-bottom leadership, the top management develops the vision of changes, and communicates that vision regularly. Through the learning, training and conference, the CEO and senior manager instill the idea and change the culture of corporation gradually. The change process is a walk the talk one---make action of everyone being consistent with the vision. The specific method is: 1. Eliminate barriers---make sure people are involved and able to make changes consistent with the vision 2. Reinforce the change effort with short-term success 3. Keep the focus on the change effort (Robert A. Rudzki, 2001)

In general, the change of Bit Service is under the leadership of the company, it is a leading strategic change, the first key factor of it is strategic thinking, creative and rational, what Bit Service combined the two thinking into its strategic change is on the logical basis, through the analysis in detail to the market and industry, it makes the strategic decision. On the term of the marketing and sales, it adopts the creative and innovative thinking, giving more flexibility to the implementation of tactical and operational activities.

The second key factor is challenging the process, inspiring a shared vision, modeling the way. Challenging the process As CEO, Mr. David Zhang makes sure to the staff that challenging the states quo is not only acceptable, it is desirable, and encourage to search for opportunities to challenge the old ways of doing things while experimenting with new process and taking risk. Inspiring a shared vision Shared vision is a very important aspect in strategic change, theresponsibilityof leadership in the change is to inspire, when Bit Service envision the future, it is to develop excitement about where the firm are heading and what the firm is trying to accomplish, under the leadership, Bit Service should enable others to act and foster the collaboration and strengthen the staffs, also need to facilitate people at all levels to contribute to the success of the change effort.

Modeling the way Providing the tangible examples for others to emulate. Leadership and Top management of Bit Service recognizes its roles and responsibilities to set directions, management principles and vision, and develops strategies and policies. Summary Actually, the quintessence of change in Bit Service is a vision and framework for change, " I am convinced that if the rate of change inside an institution is less than the rate of change outside, the end is in sight." -Jack Welch, GE Chairman and CEO

Just like Mr. Welch said, the whole process should be proactive to theenvironment. It is a inside-out process to initiative, in which from leadership to the members should operating as a whole part. Meanwhile, it is also a long term running, covering the every aspect in one organisation, gradually change in some important aspect, such as culture. Whilst on

organisation facing the change, it should focus on the strategic level, operational level. The analysis of culture web is good method to improve its current situation.

Reference

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