

Free social performance of organizations essay example

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Introduction

The social performance of an organization emanates from the inculcation of plausible approaches within the performance mandate. Furthermore, the appreciation of its stakeholders and ensuring plausible performance is significant towards successful performance. As such, profitability, extensive performance and so forth originates from proper relations with the diverse stakeholders. Thus, this paper will evaluate facets of social performance in reference to National football league as per the case questions.

- Specify the nature, structure, types of products or service your chosen organization and two key factors in the organization's external environment that can affect its success. Provide an explanation to support the rationale

The national football league denotes a professional American football league that comprises of one of the four main sports leagues within the country. As such, it comprises of 32 teams that are deemed as the highest level of sport profession in US. The national football league is comprised of 17 week season that fans can enjoy the high adrenaline games. Thus, the NFL is a nonprofit association that comprises of the 32 teams (Kolb, 2006). As such, the NFL provides a regulatory mandate in regards to the operations of its member sports teams and ensures a plausible le running of the football league. Furthermore, the NFL provides extensive timetable for the regular season and ensures smooth running of the season. Thus, the main external environment factors that affect the success of NFL includes:

- Publicity/media coverage

The media plays a pivotal role towards the successful operations of the association. As such, through the media extensive awareness is evident

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which is imperative towards generating ticket sales and other facets of revenue yield. Though not taxed, the NFL football team members are taxed thus the higher the revenue yield the better placed is the association in ensuring profitable returns to its members (Kolb, 2006).

- Government

The government plays an overseer role towards the operational facets of the league. Thus, it is imperative that the operational mandate of the league is within a plausible, universal and more equal mandate in regards to operation. Thus, the government influence within the NFL dictates the diverse facets of regulation and operational mandate.

- Examine three salient stakeholders of the chosen organization based on their key roles and relationships within the organization

The three main stakeholders at National football league include:

- NFL sponsors

NFL is highly lucrative and popular across US. Thus, the various sponsors invest extensively through financial injection into NFL. Aligning to the NFL is imperative to the sponsors coupled with the NFL management.

- Customers/fans

Customers/fans provide the billions of dollars accrued within the football league. As such, the intense and hugely entertaining football league hugely attracts millions of customers. Customers emanating from both the local and international scene play a pivotal role within NFL.

- TV. Partners

Direct or cable TV partners ensure that wider reach in regards to the football

league prevails. The inculcation of the TV partners sustain an international or local reach of the games within the NFL

- Suggest five ways in which the primary stakeholders can influence the organization's financial performance provide support for the response
- Customers form the most imperative role towards influencing the financial success of NFL. Accordingly, the lucrative ticket sales provide extensive profits the NFL which is essential for their going concern.
- Customers also generate an indirect form of revenue yield emanating from the online and TV market. Through subscriptions and payment of the cable TVs, royalties are accrued to the NFL.
- Sponsors inject extensively into the NFL through their financial strength. As a clear example, bud light invests billions of dollars as the official sponsors of NFL. Through their investment, extensive performance prevails within the NFL prevails emanating from financial revenues to sustain operations and diverse costs.
- Information or relay of the matches is essential towards ensuring financial performance. Through the TV partners, the matches are relayed to the prospective fans thus ensuring financial yield through royalties and licenses.
- TV partners also advertise extensively the matches prior to their commencement. Advertisement is crucial towards generating public awareness and enthusiasm regarding the NFL. Public awareness results into an increase in ticket sales or subscriptions by the customers thus an increase in financial performance within the NFL.
- Specify one controversial corporate social responsibility concern associated with your selected organization

Domestic violence has become a controversial issue that has been plaguing the NFL. (Kolb, 2006) affirms that more than 20% of the arrests done since 2000 of NFL players have been as a result of domestic violence. Most recently, the domestic violence case facing Ray Rice has become an aspect of corporate social responsibility that NFL has to handle effectively.

- Assuming that you are the leader of the most influential stakeholder group, outline a plan to form a stakeholder coalition to force the organization to address your chosen controversial issue. Your plan should include the key steps that you would take to identify members of your chosen coalition group, the major reasons why you believe that the particular group can help you to accomplish your goal and the method you would utilize to foster collaboration among the various groups you target.

The stakeholder coalition group should comprise of mainly women. As such, the domestic violence in NFL has become an aspect of concern with majority of those suffering the after effects being women. Thus, the various facets in the formation of the stakeholder coalition force are as follows:

Plan to form a stakeholder force

Formation of a core group: a core group comprises of individuals with shared goals and objectives coupled with a wider reach within the community. A core group forms a wider avenue of resources and comprehension of the pertinent issue.

Identification of the crucial members: identification of members emanate from a proper manifesto on the operational facets of the group. Members who meet the group policies and agenda of operation are recruited into the

group.

Planning and holding the first meeting: the first meeting is imperative towards ensuring the seriousness of the coalition group. First meeting should be held in the diverse periods that the members are free to dedicate extensively their time and effort on the affairs of the group.

Inculcating follow up meetings: distribution of minutes of the first meeting to the diverse members is essential towards generating awareness on the next meeting. Through the inculcation of effective communication, follow up meetings will be inculcated to sustain plausible group operations.

Key steps in identifying the members

- Set the extensive requirements: requirements for the members required are imperative to ensure that they conform to group goals had performance mandate. Through the inculcation of the requirements, a blue print for membership will prevail.
- Communicate in variety of styles: after setting the requirements, it is essential that awareness prevails. The diverse styles in communication include setting up of websites, issuing pamphlets and so forth. Through extensive communication, individuals with interest will resolve whether to join or not.
- Set up meetings: the inculcation of meetings will ensure individual wishing to join the group know each other. Additionally, awareness on the further requirements will be evident thus necessitating group formation.

Reasons why the members are helpful towards accomplishing the goals set

The members are crucial towards the accomplishment of the goals set.

Inculcation of women within the performance mandate of the group necessitates the following helpful aspects:

Widened scope of public awareness

Inculcating women members is crucial towards generating a mass of individuals grappling with similar issues. High number of female members is crucial towards heightening the communication scope of the group due to the widened network emanating from their families. Through increased members, increase in public awareness is bound to prevail which is significant towards the performance mandate.

Extensive networking

Networking or generating a widened avenue for collaboration among diverse coalition groups is imperative towards ensuring awareness by the diverse stakeholders. The inculcation of members within the group generates a network of communication, policy statement and formation of the way forward among the diverse group members. Thus, the inculcation of group members sustains an effective performance facet emanating from proper networking.

Methods towards fostering collaboration

Group decision making

Group decision making is important towards plausible collaboration within the performance mandate of the members. The inculcation of group decision

making ensures that each member can participate intensively within the affairs of the coalition group (Bodwell, 2012). A group performance is imperative towards generating collaborative approach towards handling the issues that grapple the operational facets of the group

Legitimization of the coalition group

Legitimization through setting up of a proper website, registering the members in the coalition group and registering the group is a proper approach towards sustaining collaboration. The inculcation of the legitimization generates a sense of attachment and association to the group (Bodwell, 2012). Individuals who are members to a registered group extensively collaborate within the performance mandate. Legitimization generates legality coupled with group awareness to their relationship with the prevailing coalition group.

Open communication

Open communication is steadfast and essential towards ensuring real time information relay to the diverse group members. The communication relay necessitates awareness which is imperative towards sustaining collaboration. Group members that do not possess current information on the group do not participate extensively within the affairs of the group (Bodwell, 2012).

- Assume the role as the leader of the most influential stakeholders groups, indicate the three potential challenges that you may face in encouraging stakeholders to form a coalition to help you achieve your goals. Suggest the significant steps that you would take in order to overcome these challenges that you have identified. Justify the response.

The three main challenges that I face in encouraging stakeholders to form a coalition towards achieving the goals set include:

- Extensive barriers to communication

Communication forms the most fundamental facet within a group mandate. Through communication, comprehension of the various aspects within the group such as agendas, reasons for formation, policy statement and so forth prevails. However, there prevail extensive barriers to communication such as distance, availability of members in impromptu meetings and ensuring real time relay of information (Sholler, 2005).

- Bureaucracy in decision making

Decision making within a fast, effective and holistic mandate is imperative towards successful operations within a group. However, with diverse members within the group, there prevails the prospect of extensive levels of decision making. Inculcation of levels in decision making results into an ineffective performance mandate within the coalition group (Sholler 2005).

- Inadequate member participation

Member participation is imperative towards generation of plausible ideas towards meeting the goals set. However, group members not participating within the group activities leads to ineffective ideas that sustain plausible achievement of goals set (Sholler, 2005).

Steps in overcoming challenges within the group

- Extensive technology use in communication

Communication improvement emanates from the sustainable inculcation of diverse telecommunication tools. Video conferencing, emailing, mobile

communication and online chats are some of the telecommunication tools that are significant towards enhancing communication. The inculcation of the diverse telecommunication tools ensures that each member can participate extensively despite distance and the diverse barriers in communication.

- Consensus in decision making

Consensus in decision making is imperative towards ensuring a faster and more inclusive approach towards effective policy inculcation. Consensus generates an avenue in which the bureaucracies in decision making do not prevail (Bodwell, 2012). The levels or hierarchies in decision making are not preventing through the inculcation of the consensus approach.

- Standards for member participation

Standards regarding member participation should focus on ensuring a holistic performance mandate. Standards regarding participation should dictate the minimal number of meetings that each member should take part within a month or a given period of time. The standards set should encourage a performance mandate that emanates from the whole members of the coalition group.

The three approaches towards overcoming the diverse challenges are imperative extensively justified. As such, the inculcation of consensus generates faster decision making. On the other hand, the inculcation of the various forms of communication tools generates plausible communication within a real time mandate. Lastly, standards yield the various limits or guidelines regarding member participation. Member participation is pivotal towards effective decision making and generating plausible ideals.

Conclusion

The success of organizational performance emanates from clarity regarding the diverse stakeholders. From the above evaluation, it is imperative that national football league invests extensively into proper partnerships with its diverse stakeholders. Furthermore, through inculcating proper codes of practice, it is bound to reduce the prospect of corporate social responsibilities that are bound to impede on their operations.

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