

Writing the report roanoke, virginia branch

[Linguistics](#), [English](#)



Outline I. Purpose for investigating- Roanoke, Virginia branch. a. 4 complained about the quality of their work. b. Poor managerial strategies. Last 3 months- 2 top management personnel have stepped down (Art director and account executive). c. 3 graphic designers and 4 copywriters threatening to quit- efforts revised and rejected without their consultation- want to be part of collaborative team- not to produce work that art directors can alter. d. Employee's morale declining day by day- over worked- without salary increment. II. Methods for investigation a. Questionnaires were given to designers and copywriters in order to determine their problems. b. Budget review to determine the reason why the company accepted new orders before accomplishing initial orders. c. Employees were interviewed by members of the department. III. Findings. a. Copywriters and designers had issues regarding their department b. The employees were demoralized hence the quality of the products was substandard c. The company had to accept new orders before accomplishing initial ones. IV. Conclusions: a. Employees demoralized because they were not compensated for the over time hence low productivity. b. The branch also some of its great members. c. The company's reputation got ruined. V. Recommendations. a. Compensation of over time. b. Improved communication within the organization. c. Collaboration of designers and copywriters.

INTEROFFICE
MEMORANDUM TO : GREGORY S. FOREST FROM : HUMAN RESOURCE
DEPARTMENT SUBJECT: ROANOKE BRANCH DATE : May 2, 2012 As the vice president of Human Resource Department, I would like to take this opportunity to give you detailed information about Roanoke Branch, situated in Virginia. The branch is one of the largest in Phoenix Company. Recently, it

has come to our realization that the branch has been experiencing so many problems. The employees have been complaining of excess workload without compensation, two top managerial personnel also resigned three months ago, and three designers and four copywriters are threatening to quit soon. Numerous customers have also launched complaints about the substandard quality of the products from the same branch. The Executive Team, therefore, made up its mind to investigate on the overall situation of Roanoke branch. Members of the Human Resource Department used various methods to find out the relevant causes of the emerging issues at the branch. For instance, the employees were interviewed in order to find out the main reason why their morale had been reducing gradually. Some members of the Human Resource Department also opted to use questionnaires in order to determine the key reason why designers and copywriters were complaining in their various departments. Finally, the Chief Executive Officer of the branch was kindly requested to review the budget of the branch. The members of the executive team realized the following after conducting a thorough research. Employees proved beyond any reasonable doubt that their morale had been reducing over time. They said that they were being demoralized by extra works without any compensation. Members of the department, however, realized that the employees were getting overworked because the branch acquired new accounts before accomplishing initial ones. The designers and copywriters also highlighted so many challenges in their various departments. They, for instance, said that they did not like the idea that their works were rejected and altered without their consent. This was clearly realized in the accomplished final copies of

most of the branch's projects. Moreover, after reviewing the budget, members of the committee noticed that most of Roanoke's staff members had not received their payments for quite along time. The branch's account had little amount of money to pay its employees. The chief executive officer of the branch, therefore, resorted to accept new offers before accomplishing the old offers given to the branch in order to boost its revenue. The above highlighted problems have had great impacts on the general performance of the Phoenix Company. Unpaid overtime hours, for instance, has led not only to low productivity levels, but also led to lowly motivated employees.

Roanoke branch is quite an important branch in Phoenix Company. The overall decline in its productivity has, therefore, immensely affected the productivity of Phoenix Advertising Company as a whole. Reports show that completed projects declined to 40% from the first quarter to the last quarter in the year 2011. However, there was a 50% increase in acquisition of new orders. The new orders, however, did not do much for the branch. They instead, ruined the company's reputation as the branch could no longer ensure accomplishment of the new orders at the appropriate time. Moreover, customers have consistently complained about the low quality of the branch's products. The Human Resource Department members, therefore, recommended the following recommendations in order to improve on the current situation of this essential branch. a. Compensation of employees. The employees need to be given their dues after accomplishing their duties. The company's policies stipulate that over-time work should be compensated accordingly. The members of the committee also suggested that Roanoke's employees get paid in accordance with the total number of hours worked.

Studies have shown that by paying the employees according to the number of hours worked, the morale of the workers will gain tremendous boost. This will, subsequently, improve their productivity, and a trickledown effect to customers will be realized. b. The members also suggested that designers and copywriters should be collaborated in the overall management. This would motivate the artists. Moreover, it would help in protecting their pieces of work from alterations without their consent. c. Lastly, the members gave a suggestion that communication be improved within the organization. They realized that the flow of information within the organization was not well conducted. This was the core reason why two top most managerial personnel resigned in a period of three months. They claimed that most of the company's activities were taking place behind their back. Consequently, committee members believed that through improved communication within the organization, cooperation among the members would be boosted to a greater level as compared to the current situation in the company.