

# A concise factual background on the organization critical thinking examples

[Business](#), [Management](#)



The Western Australian Arthritis & Rheumatism Foundation (WAARF) is a non-profit organization based in Australia which was initiated in the year 1972 by Dr. Phyllis Goatcher, Evan Owen and Roger Dawkins. In the year 1991, it changed its name to the current form. Its formation objectives were care, education, research to reduce incidences and effects of arthritis and other musculoskeletal diseases. At first, it lacked a home and operated at a grant home in Murray St. offered by ANZ Bank. In 1994, the organization held a Capital Fundraising Appeal and managed to construct a Resource Center which was named after Mr. Bill Wyllie as a sign of appreciating his personal contribution. The resource center houses offices, bookshop, gymnasium, café, boardrooms, leased offices and a hydrotherapy pool.

### **An overview of its internal and external environment**

The organizations internal environment consists of the staff, customers and stakeholders; these are factors that the organization can influence. Each of these has a part to play in ensuring the success of the organization. The staff highly experienced and dedicated to providing quality health services to their customers. They are creative and come up with appropriate and innovative programs that are directed at managing arthritis and other musculoskeletal diseases (Abdel-Nasser & Vaikenburg, 1997). This makes it easy for the organization to fight the diseases despite the vastness of west Australia.

The stakeholders play an important role in the organizations running, funding, planning, implementation and execution of the programs. They are supportive in developing strategies of how to realize its objectives. Most of the stakeholders are mostly the arthritis victims. They are involved to plan,

prioritize and approve the organization's projects on time. In another aspect, they are extensively participators of the organization funding which are used in the implementation of its projects and on research. The result of these close relations between the organization and the stakeholders is clearly seen in the success of the AOWA.

The customers are the third groups that make up the internal environment. These are the arthritis patient and others suffering from diseases that the AOWA deals with. Their involvement is notably important because without them, the organization is meaningless. They participate in all programs and funding by either donating or getting grants from friends and relatives. The organization uses these funds and any other kind of help provided by members of the public to finance its many activities. The people's participation in the operations of AOWA has actually been a major strength to it. Its success can largely be attributed to public involvement.

Another aspect of internal environment is the managing structure which has a vertical form therefore allowing swift information flow from the chief executive officer to the junior managers. There are various departments that are under different managers therefore simplifying programs and work execution. These help in smooth running, administration, supervision and management of the organizations programs. This in turn increases the ease of operation of the organization.

The external environment is the factors that the organization has no influence on. They include; technological, social, political and legal environments. The technological advancement and development has been embraced in the organization's program executions and service deliverance

(Roberts et al 2006). These are notably in the medical field and information and communication which reach a large audience. They use internet and social media in an informative way and use of telephone to offer free education.

The social environment would include people's culture and practices. The organization provides services to the local people and also creates employment opportunities to them. It also offers quality health services to the arthritis and other related diseases patients. By so doing, the organization captures the goodwill of the people while at the same time serving their interests.

The political environment involves the government contribution towards the organization's objectives. The Australian government does not fully support the AOWA financially. However, it plays a part in sensitizing the people about arthritis and other musculoskeletal diseases. The legal environment is basically adherences to the state laws and regulation that govern such organizations and ensuring it works within the stipulated laws.

Ethics are the systematic and recommended code of conduct that are adhered to and followed by all members of the organization. The AOWA has a written constitution that fully and clearly stipulates the mandate of each member from the executive to the casual laborers. There is a stipulated procedure and process on how the training of all members will be conducted. The members are well aware of the right and recommended procedure to use when reporting official reports. There is also a well written procedure on how to solve internal and external conflicts between the members of staff and the outside community.

## **Key issues and challenges facing the organization**

The Non-Governmental Organization has several key issues and challenges that affect its operation when delivering the Arthritis and Osteoporosis services in WA. The major setback affecting the NGO is lack of governmental support. The government is not fully devoted in funding the organization since it does not recognize Arthritis as a very serious condition. The policy makers in the Ministry of Public Health ignore the existence of the organization due to lack of governmental support (Abdel-Nasser & Vaikenburg, 1997). The top management board faces a rough battle in ensuring that the objectives and the mission of the organization are met in an environment where there is very stiff resistance.

Another drawback that affects the operation of this organization is the lack of knowledge within every sector in the society. When the society lacks knowledge on Arthritis and Osteoporosis, it does not co-operate with the organization therefore many people will resist the changes that are aimed at helping the society (Markides et al, 2007). There is need to create awareness to the people so that they can be enlightened about the conditions and join hands with the NGO so that the targeted organization can be reached and assisted. The NGO also faces stiff hurdles in their efforts to raise funds that will cater for their extensive budget. The sources of funds include individual membership and it has very few registered members. The government also does not fund the organization and brings makes their budget to be tight. The aging population is growing at a faster rate and this requires the organization to expand its size so that it can deliver its services to everyone. Expansion needs a lot of money and it increases the amount of the budget

making this more complicated to the NGO. The organization has been left stranded since it lacks the ability to influence the decision makers in all levels of government and corporates. There is also need to increase research funding so that more about Arthritis and Osteoporosis can be known. The extensive research requires a lot of capital and skilled personnel.

The organization finds it hard to convince the members of the society to join and be their members. The membership base remains stagnant because it grows at a very lower rate. If the membership base can grow at a faster and constant rate, the membership fee that is charged to new members can ensure that the funds for the NGO are increased. Many members can make the voice of the organization to be put into consideration by the decision makers both in the government and at the corporates.

### **Summary of the organization's vision, mission, goals and strategies**

The organization's mission focuses on reducing incidences of arthritis and disabling its effects and that of osteoporosis and other related diseases to the people of Western Australia. Its vision is to conduct quality research to provide better cure and treatment for musculoskeletal diseases (Markides et al 2007). The AOWA's goal is the achievement of its objective would be able to reach a bigger audience in terms of education awareness, cure, treatment and prevention of musculoskeletal diseases as well s be able to carry out adequate , quality and reliable research.

The Arthritis and Osteoporosis Western Australia organization has long term and short term strategies geared towards creating awareness and obtaining finances. In creation of awareness, the organization teams up with other

social organizations to educate the people on the causes, signs, treatment and prevention of musculoskeletal diseases. It also plans to increase its members and coverage through conducting more awareness campaigns to cover even rural areas.

The strategy to increase its finances includes appealing to the Australian government to provide more grants on its operations, carrying out fundraiser activities and through voluntary donors. These funds would assist in meeting its operational costs, research and project implementation. The key issues and challenges facing the organization

The NGO has developed a strategy that is aimed at funding a campaign that will cover the primary school. The main objective of the campaign will be to create awareness on the importance of healthy bones to the children. An amount of \$100, 000 is allocated to cater for the budget and some amount will be used to buy learning materials for the kids. The learning materials will include books, magazines, journals, newspapers and videos that will discuss the etiology of the disease and the management in general. An amount of \$30, 000 will be used to purchase machines that the children will exercise with. The machines will play a big role in ensuring that the bones of the children are strengthened therefore avoiding Arthritis and Osteoporosis. \$20, 000 will be allocated to cater for transport activities of both the skilled personnel during the campaign period. Another \$20, 000 will be part of salaries and allowances of the tutors during the campaigns in the primary school

## **Consultancy work with the organization**

As a consultancy, I will provide advice to the organization in a bid to reduce the regular disagreements among the members of staff in the organization while at the same time trying to pursue the management to involve other parties in fighting musculoskeletal menace. I will also assist the organization to prepare a detailed financial proposal that will be forwarded to the government in a bid to convince them that they should provide more grants to the organization as they will be assured that the funds are put under a proper usage.

I will also offer periodical training sessions to impact them with any up-to-date changes in the field of management. Subsequently, I will keep the management updated on any technological advancement that can have an impact on the general operations of the business.

I will also develop a program of creating awareness through public campaigns. I will develop posters and billboards that will explain about arthritis and include information about the organization. This will be very effective as those who have no information about the organization will be alerted. As a consultant, I will collect the opinions and views from the intended population and exchange the information with the management board. I will advise them on the best ways to solve the conflicts that exists within the society and involve all community members in the activities of the organization.



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