

Recommendation of ambercrombie and fitch

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



RECOMMENDATIONS OF AMBERCROMBIE & FITCH New CEO with New Ideas.

This is the best recommendation given the fact that a new CEO with new ideas will assist in rejuvenating the business and he/she will be in a position of executing a variety of strategies as compared to a CEO hired within the organization.

A CEO with the right experience will be important in taking Ambercrombie & Fitch to the next level. A person who has assisted a similar size of businesses achieve big growth have insight into the task in hand. This kind of a person can identify strategies and tactics that are proven and were successful in their previous company, and implement those strategies into place at Ambercrombie & Fitch. Due to the experience, the company will have a benchmark of success for what is achievable.

CEO from outside will bring a new perspective and cutting-edge approach. It has been proven through research that outside CEOs with new ideas spend more resources on research and development, and their decisions shows commitment to innovation. Outside talent is necessary so as to breathe fresh life into the firm (Blumberg, et al. 2013).

By going outside for a new CEO, the company will send a strong message to its entire workforce and the board that the company recognizes the importance of change, and is ready to invest in its future. A new CEO with new ideas isn't burdened by the past and is able quickly make a big impact to the company. Hiring a new CEO from outside is what the company requires so as to reach the desired growth.

Change the Corporate Culture of the Ambercrombie & Fitch.

Companies' changes are ever constant in recent times, as accelerating

technology, economic volatility, and globalization are indicators that times for business as usual are long gone. As a result, a lot of companies have been compelled to innovate, pivot, or rethink their strategies entirely. Ambercrombie & Fitch can also go the same route by changing its cultures. Leaders have discovered that in some situations, these steps are challenging and some are even impossible to perform without altering the culture that is associated with the company. A different strategy may call upon the change of the entire culture mind-set of the organization; ‘the way we do things around here’. It is necessary for the leadership of the company to own and be engaged in the process. Only through ownership and engagement can the leadership ensure that Ambercrombie & Fitch is fully aligned and there is the right organizational structure in place, a system that is relevant, the correct management practices, and the required talent in place so as to grow in the desired direction. The culture of an organization basically entails a set of intangible; values, shared beliefs, and assumptions that are unquestionable but greatly affect the way that individuals in the company behave, think, and react (Cameron, et al. 2011). To improve the performance of the company or accelerate innovation, it will be necessary to move the workforce from acceptance of a given set of shared values to embracing a new set to enable them think and act differently.

References

- Blumberg, M., & Hindi, H. (2013). *Startup CEO: A field guide to scaling up your business*. Hoboken: Wiley.
- Cameron, K. S., & Quinn, R. E. (2011). *Diagnosing and changing*

organizational culture: Based on the competing values framework. San Francisco, CA: Jossey-Bass.