

# Hypothetical evaluation of alan mulally, ceo of ford motors

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



3 Assignments In this paper, three main topics would be discussed. These three topics comprise of memes, its recognition alongwith illustrating an example, determining the positive as well as the most dangerous memes and finally an interview description with a business leader. In this discussion, a hypothetical evaluation of Alan Mulally, CEO of Ford Motors as the leader has been conducted. Discussion 1 - What Are Memes? How Can We Recognize Them? Please Provide an Example to Illustrate Your Posting ' Meme' is fundamentally described as a term relating to disease conceptions inducing psychosomatic illness. It is also viewed as an effective idea which predominantly evolves to endure along with spread in a huge manner (Ross, 1999). After acquiring a brief idea about the notion of ' meme', it can be affirmed that memes are often recognized at the time when an individual experiences distress under the context of psychosomatic illness or any other disorder. Furthermore, it can be observed that ' memes' generally emerge or evolve from the significant aspect of VABEs. These comprise assumptions, expectations, beliefs and societal values. It is strongly believed that the aforesaid elements of VABEs shape the thoughts along with the behaviors of an individual by a greater degree. The particular posting would eventually provide a valuable idea about ' memes'. In this similar concern, the lifecycle of an individual can be taken into concern as a relevant instance depicting the recognition of ' memes'. In the stage of infancy, individuals start to assign certain quality facets whether positive or negative and respond towards meeting their respective needs. Later on, in the adult phase, additional cultural based information particularly from regional, national along with sub-national levels are amassed which results in having the

potential to become stored as ‘ memes’ (Clawson, 2012). References

Clawson, J. G. (2012). Level three leadership: getting below the surface. New Jersey: Pearson Education Inc. Ross, S. E. (1999). “ Memes” as infectious agents in psychosomatic illness. *Annals of Internal Medicine* 131 (11), 867-871.

Discussion 2 - Which Memes from Your Experience in Your Organization or Community Seem To Be the Most Positive; the Most Dangerous? In this present day context, organizations are incessantly involved in filtering various sorts of valuable information and developing dissimilar perceptions of different members associated with them. This can be owing to the reason of attaining certain significant benefits such as gaining substantial market share, enhancing profitability along with overall productivity and most vitally accomplishing superior competitive position over key business market contenders. Based on different constituents of VABEs, there are certain memes that seem to be most positive and most dangerous. From my experience, it can be affirmed from a broader outlook that promoting organizational development and offering various beneficial aspects by ‘ memes’ seem to be the most positive in my organization. This can be justified with reference to the fact that the aforesaid factors such as greater organizational development and the exploitation of different beneficial aspects within the context of ‘ memes’ have the potential to develop the overall business or operational performance of my organization at large (Week & Galunic, 2002). On the other hand, there are also certain critical aspects that seem to be the most dangerous in accordance with my experience. In this regard, these aspects comprise generation of fear or anger amid the organizational members, prospect of arising conflicts and

ineffectiveness to share crisis among others. These aspects can be duly considered to be quite crucial as they may restrict my organization to accomplish its respective business or operational targets at large (Blackmore, 2001). References Blackmore, S. (2001). Evolution and memes: the human brain as a selective imitation device. *Cybernetics and Systems: An International Journal* 32, 225-255. Week, J., & Galunic, C. (2003). A theory of the cultural evolution of the firm: the intra organizational ecology of memes. *Organization Studies* 24, 1309-1352.

Discussion 3 - Interview Description An interview had been conducted with the Chief Executive Officer (CEO) as the leader of Ford Motor Company named Alan Mullaly. The interview has been mainly conducted in order to derive an understanding about the VABEs that this particular leader possesses. Based on the interview, the dynamic leadership values of Mr. Mullaly has been identified to foster teamwork, build effective communication amid the organizational members, promote employee advancement and work jointly towards the accomplishment of organizational targets. With regard to assumptions, Mr. Mullaly strongly believes that in this globalization driven era and competitive landscape, complying with the needs along with the preferences of the employees can be assumed as one of the vital factors in attaining predetermined targets of the organization. During the interview, Mr. Mullaly told that his adoption and execution of a ' restructuring plan' has supported the organization i. e. Ford Motors to recover from major financial losses, diminishing market share along with most vitally avoiding bankruptcy. This can be considered as the major leadership belief of Alan Mullaly (Kaipa & Kriger, 2010). The interview also revealed certain expectations of Mr. Alan

Mullay which he had from the very beginning of commencing his tenure as a CEO. In this regard, the expectations of Mr. Mullaly can be apparently observed as focusing significantly upon producing quality products in order to comply with the requirements of the customers and generating an effective environment for superior workforce advancement and enhanced operational excellence. At last, he told that becoming a foremost leader in the automobile industry is his prime expectation (Ford Motor Company, 2013). References Ford Motor Company. (2013). A conversation with CEO Alan Mulally on teamwork, employee development and Henry Ford's vision. People & Careers. Kaipa, P., & Kriger, M. (2010). Empowerment, vision, and positive leadership: an interview with Alan morally, former CEO, Boeing commercial—current CEO, Ford Motor Company. Journal of Management Inquiry 19 (2), 110-115.