

The channel which is preferable is memo to employees, and this will be mentioned ...

[Business](#), [Company](#)



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Communication Plan & Changing Strategies

There are three parts of this assignment that needed to be completed particularly. The company is Yahoo, which is selected to analyze the plans and things (By & Macleod, 2009).

Part-A

In this part, a communication plan is required for Yahoo to communicate its change plans. There is an excel sheet that needed to be used in this analysis. Communication plan should have been delivered on the basis of the stakeholders that may be in the timeline accordingly (Cameron & Green, 2004). Yahoo Inc is an America based multinational internet corporation with its headquartering in California, United States. It's a search engine that provides the facility of email management as well to its consumers. The company reported net revenue and net income of US\$ 4. 68 billion and 1. 36 billion in the year 2013. The grid of communication is attached with excel.

Part-2

In this part of the paper, it is required to select one of the communication mediums that used to communicate the plans with different stakeholders of the company. From the Excel grid analysis, it is found that there are number of communication mediums that can be used by the management of Yahoo Inc to become economically prosper and strategically sound (Cameron & Green, 2004). There are around six shareholders which have been defined in this analysis, which will be participated in this particular communication plan. The stakeholders or audience that will be in the same jurisdictions are

- External Shareholders
- Internal Shareholders
- Board of Directors
- Government Entities
- Customers
- Employees

Each and every stakeholder is essential and effective for the company, however special emphasize should have been given to the external shareholders, as their existence are more than essential for a company to bring positive change in the company. The management of the company has the options to introduce this change among the potential users and audience through one of the methods of delivery. Some effective delivery channels and methods are as follows (Cameron & Green, 2004)

- Social media
- Notices to the Shareholders
- Notices to the Government Officials

The All the employees

Yahoo Inc

California, United States

As you all aware with the fact that the whole world is moving with a robust pace and only those organizations would get appreciation in particular which have a perfect pricing strategies. Pricing strategy is the only tool from which an organization can attract more and more customers under its net; hence upper management has to think thrice before having or addressing a pricing strategy (Cameron & Green, 2004).

Our previous pricing strategy was Premium Pricing Strategy, in which we have charged high prices from the people who are using our services. Our major concerns and consumers are for the people who want to use Yahoo Inc and its website for the promotional and advertisement purpose. We have received some serious jolts from the externalities and external competition, and now we would like to change our pricing strategy considerably. After critical evaluation and analysis, we would like to have competitive pricing strategy for our consumers, in which we will charge the same prices for our products and services which are charging by the other companies. Operating in this way would certainly get us in the pocket of the customers, and we can inter-act them in a better position. This particular strategy would get our company to achieve the target and aim which we have made and delivered, and we are also certain that it will be effective for our employees as well as far as achieving the objectives are concerned.

Part-C

This particular part related to the real world example of a company which used change management strategies through one of the media pieces to the companies (Hiatt & Creasey, 2003). There is an example of Toyota Company, which changed their promotional and place strategy in the commencement of the 20th century. Toyota is one of the largest organizations of the world in terms of revenue and size as well. The company has a remarkable goodwill as well in the market. The main reason behind the changing behavior in their operations was to get the people aware with the latest technology used by Toyota in manufacturing their products, and what different the company is doing as far as achieving their targets and objectives. The company had used two different communication mediums at that time in terms of apprising their shareholders regarding the recent change policy of the company. The mediums are electronic medium, like television and through events as well. The company communicated the message regarding some of the recently launched technological efficient vehicles for the company through electronic advertisement on the television. Apart from this, the company also arranged number of scenarios and events through which they physical delivered the information to the people. The company also made their decisions in expanding their networks in online place strategy as well, in which the consumers have the opportunity to book their products on the internet.

References

Cameron, E., & Green, M. (2004). Making sense of change management (1st ed.). London: Kogan Page.

Hiatt, J., & Creasey, T. (2003). Change management (1st ed.). Loveland, Colo.: Prosci Research.