

Essay on mgmt individual written assignment

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



AT&T (American Telephone & Telegraph Company) is a United States telecommunication company that provides customers with video, data or internet and voice services. The interview that was carried out with the manager revealed the following; the vision of AT&T outlines where the company would like to achieve in future. The vision statement is emotive and gives the organization hope for the future. The mission of the company explains the fundamental why the company is in existence and what it intends to do to achieve its vision statement. The values and beliefs shared across the company by the stakeholders' shows that priority is given where decisions are made concerning the company's progress (Individual differences pg. 2). The operational staff is expected to have the required knowledge and skills key to the organization's success. The company demonstrates a positive organizational culture where employees are expected to be top performers. A strategy has been formulated by the company which gives the company a right direction towards the achievement of the vision statement and goals. This is an idealized view of what the company is hoping for as communicated by the manager using verbal and non-verbal form of communication.

An interview that was carried out with a non-managerial staff indicated that he worked in the operations department. The interview revealed what the organization is actually like and how it is different from the intended organization. He indicated that the vision and mission statements were a managerial idea. They feel that they were not consulted when the policies were being formulated. The management used a top down approach to implement the policies in the organization. The top down approach of

company policy demotivates the non-managerial staff since they feel that the vision and mission, vision, and value statements address the interests of only the managers and the shareholders. The company's agenda is to ensure that the mission and vision statements are integrated into the culture of the organization using external and internal assessment in interpreting and implementing the statements (Environment, pg. 11). Organization culture affects how employees relate with each other, stakeholders, and customers. Culture includes the company's working language, norms, values, visions, beliefs and habits of the employees (culture, pg. 2-8).

For the company to achieve their vision the following are suggestions as to how managers might close the gap between the intended and actual organization; the management needs to pay close attention to the organization culture. This is what determines if the company will achieve its vision system. If the non-managerial staff is demotivated, they might not work towards the intended goal (motivation fall 2012, pg. 2). Managers need to involve the non-managerial staff during formulation and implementation of vision and mission, vision, and value statements. Managers should create a communication forum where employees can give their views confidently without the fear that they might be victimized for sharing their thoughts. Managers should adopt a balanced score card which will be used in the evaluation of the organization's overall performance. The scorecard should include all the stakeholders who have an interest in the company such as employees, management, and shareholders. Managers should use structured strategic management model depending on the company's its operations and size to incorporate stakeholders' requirements and views (Raymond,

2008).

In a recap, the managers can close the gap between the actual and the intended organization if the policies formulated are implemented without fail.

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