

Situation analysis essay examples

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Communication Plan

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A Energy Company's lack of innovation is a deficiency that carries a significant impact on its information technology infrastructure. The lack of innovation is attributed to the consistent changes in technology and results into network performance challenges. The company's deficiency in innovation is a weakness capable of causing its collapse. A Energy must strive to cope with technology changes through an efficient system assessment program, and the reduction of infrastructure-related costs. The company also needs to develop a network system that will speed its operations in light of its expansion.

The company seeks to employ a new strategy in information technology to aid innovation. The company will use cloud computing to enhance its information technology infrastructure in both the existing and potential markets. Cloud computing involves connection of a system of computer systems through a network (Rhoton, 2010). The lack of innovation affects A Energy's operations because it integrates technology into the manufacture of its products.

Communication Objectives

There are several expected outcomes from the communication effort to A Energy regarding the employment of cloud computing in its operations. The overall objective for communication is technology innovation. Other objectives include the generation of surplus funds through the establishment of a stable information technology infrastructure and the efficiency of shared

company resources. Such resources include the materials used for the manufacture of A Energy's products. The surplus funds will be channeled to the other company's activities. The reduction of technology-related costs will indicate a successful application of cloud computing.

Target Audience

This communication plan targets A Energy's stakeholders, who include the company's management, employees, customers, shareholders, and potential users in the projected markets. The employees in the information technology department, however, are the primary internal stakeholder targets. These are the information technology manager, the data analyst, the programmer, and the security and monitor managers. This is because they are conversant with the technology approaches and are the most concerned in regards to innovation.

Opportunities and Challenges

The incorporation of cloud computing in A Energy's information technology network will give the company business opportunities in the new market segments. This is because there is uncertainty about the technology in the new segments. The adoption of cloud computing will seal the uncertainty loophole and create a business environment for the company. The firm will also have a surplus in funds at disposal, through saving on technology-related costs. The adoption of cloud computing, however, faces the challenge of reluctance. This is because the information technology department members may be unwilling to overhaul the existing

infrastructure to incorporate cloud computing. Reluctance may lead to a loss of resources such as time and funds (Papp, 2001).

Internal stakeholders

A Energy's internal stakeholders include suppliers, investors, and employees. The components of this plan are based on the needs of these stakeholders. The employees rely on their employer's company for wages, the customers for products, and the shareholders for investments. The interest of A Energy's shareholders, for example, is its continuity while that of the consumers is accessing quality energy-efficient products. Cloud computing improves a company's operations through the optimization of resource use and enhancement of communication (Rhoton, 2010). The employees need a source of motivation for technology innovation while the suppliers need sufficient information about orders to facilitate production activities. The investors also need to be assured of the company's sustainability through technology innovations. The proposed system, therefore, is efficient as it meets these needs.

The benefits of cloud computing will be communicated to the suppliers, investors, and employees. The suppliers will be educated on how they can readily access information from the company. This information will help them determine when their services are needed; this will speed up the ordering and production process for A Energy. This plan will also highlight the benefits the investors will reap from the use of cloud computing; since cloud computing is cost efficient, the surplus funds and profits will generate additional dividends that will be shared among them. Cloud computing will enable employees share information from a location to another; this will ease

their work. Additionally, cloud computing will enable employees do more work in less time.

External stakeholder

The company's external stakeholders such as the customers need the provision of innovative products that are manufactured through the integration of technology and operations. Cloud computing will coordinate the operations in all stations to be established in the new markets. This coordination will facilitate better and quality production; because cloud computing enables a globalized network at cheaper costs (Furht & Escalante, 2010). The company's customers will then access its products at cheaper costs.

The components of this communication plan are necessary to A Energy's customers. This is because customers are the consumers of the company's products; therefore, they need an assurance of the continuity and betterment of the quality of the products they acquire from A Energy. This communication plan will provide that assurance through helping comprehend cloud computing concepts.

Key Messages

Technology innovation and the sustainability of A Energy Company are the fundamental concerns for the proposed strategy. A Energy Company depends on technology for its operations; the company, however, is inadequately endowed in terms of innovation. The need for innovation is urgent because the company intends to expand its markets to the eastern and central parts of America. These markets are characterized by

uncertainty in regards to competence in technology; the company, therefore, needs adequate preparation before venturing into them. Cloud computing is a concept that promotes technology innovation; the system will help the employees to come up with ideas regarding the company activities such as production.

A Energy also needs cloud computing for an adequate interconnectivity system in these markets. Interconnectivity of technology systems enhances smooth business operations because people at one station are in communication with another. The sustainability of a company that relies on technology for operations depends on its ability to use new systems (Papp, 2001). Sustainability is a concern for a company's stakeholders. The stakeholders need a reason that compels them to keep investing in the company. A Energy is one such company whose operations are crucial for its continuity. Cloud computing creates an interconnected network that enables the personnel under the infrastructure to communicate efficiently, hence higher productivity and smooth operations.

The use of cloud computing is a solution to these challenges; because A Energy does not need to have more employees because the technology allows fewer workers to do more work. The company also needs to reduce capital costs associated with technology infrastructure and invest it in other areas such as market expansion. Cloud computing promotes saving because there will be no need to buy additional software and hardware. The achievement of innovation is possible if A Energy's stakeholders change their attitude towards technology. Cloud computing systems also improve

accessibility; the employees in one station will readily access the information from another, hence smooth business operations.

Communication Channel

A Energy's management team will be used as the communication channel for the proposed strategy. This is because it controls the company's internal stakeholders. The executive director will communicate the cloud computing strategy to the employees and shareholders in a meeting. The director, during this meeting, will highlight the attributes of cloud computing and its expected outcomes. The stakeholders in other locations will be notified through conference meetings and the company's website.

Communication Approach

This communication plan seeks to gain active support for the proposed strategy from A Energy's top management. This will be achieved through the provision of tools to aid their understanding of the cloud computing concept. Such a tool is holding education sessions about the operation of the system. The terms used in reference to cloud computing will be simple to help managers and employees understand the concept. Response will be crucial for the achievement of the set communication objectives; therefore, ongoing feedback from both the management and employees will be captured to forecast the outcome of the implementation. Communication needs that arise during the sessions will be responded to immediately for the achievement of communication objectives.

This initiative is needed to convince the target audience of the benefits of cloud computing. People are resistant to change; this plan will help eliminate

this rigidity and facilitate open mindedness. Dummy systems of cloud computing will be set up in an attempt to gain adequate support from the management. These systems will further aid the understanding of the concept; it will make it easier for the employees to operate an actual set up after implementation.

Implementation Plan

The incorporation of cloud computing into A Energy's information technology infrastructure will be implemented in three phases. The activities under each phase have a purpose and time specification.

- Phase one

This phase entails the preparation of A Energy's management to communicate the proposed changes. This will be done through the provision of information kits that explain the new management and employee responsibilities. These kits will also highlight the changes and procedures to address concerns raised by the stakeholders. The purpose for this is to inform A Energy's management of the impending changes, and prepare them for its implementation. This process is scheduled to be complete within one month.

The second step in this phase is the creation of execution teams that will review the implementation plans and communication materials used for the proposed change. This serves a purpose to ensure that these plans are appropriate for the information technology department. This activity will last two weeks and will pave the way for the second phase.

- Phase two

The communication of the proposed plan will be conducted in this phase. The

first activity in this stage will be holding discussion forums with employees to explain the cloud computing concept and its implications. This communication helps the human resource to acquire knowledge about how a change affects its responsibilities (Guffey & Loewy, 2010). This activity will last one month in which three discussions will be held. The second activity is to publish newsletters and memorandums to explain what the implementation of cloud computing will mean to the company. This printed material will also indicate the scheduled implementation plan. This activity will last two months after which the third phase will commence.

- Phase three

This phase will be characterized by surveys on both managers and employees to monitor the effectiveness of communication. The survey will be conducted online on a sample population of employees and management team of the A Energy Company. The purpose for this activity is to assess the possibility of achieving the communication objectives; this will help in determining whether there will be a need for follow-ups (Potter, 2001). This activity will last one month after, which the management will make a final decision about the incorporation of cloud computing into A Energy's operations.

References

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