

# Buisness



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Identify and describe Dr. Kair's management style. Dr. Kair's management style can be definitely described as autocratic one. This ment is supported by the facts the he, firstly, positioned himself as an extremely powerful authoritative and, secondly, micromanaged each aspect of the business. Another characteristic of autocratic management is prohibiting subordinates form taking initiatives and expressing ideas (Cornell, 2010). That is exactly how Dr. Kair behaved. He required all the subordinates to report to him on the smallest matters. As a result, the working process was being constantly slowed down due to the requirement of detailed reporting. Furthermore, such a management style of Dr. Kair was constantly leading to losses of sales due to the artificially prolonged sales process and sales people's having no power over their work.

2 Identify and fully describe the management style (Chapter 7) that your would prefer to use as the CEO of the company. Choose the one that fits you best. The most popular management style of today is, probably, participative, or democratic, management. Since the employees of We Care Ambulatory Devices have low internal morale, trust, sharing of responsibilities and empowerment would, I believe, improve the overall situation. Employees should have a right to use own initiatives and express their ideas, which, in their turn, may contribute to the success of the organization. Delegation of tasks to the subordinates, as well as giving them freedom to take certain decisions independently will raise the morale of the staff and increase sales though speeding up the process.

3 Using your management style, how would you change the company? What would you do to increase internal morale, customer satisfaction and profitability? This is very hard to do and there is no one way of moving the company forward. Using a democratic management style I

would, first of all, give more freedom and power to the employees so that they feel they are able to work independently. This, as a result, will increase people's self-esteem. Another important step to make is to ask for feedback on my own work, employees' initiatives and the work environment. Feedback from the employees will have to determine the most important areas for improvement or correction. Increased morale will, in its turn, increase customer satisfaction – a happy employee, whose leadership qualities are being developed, is more likely to produce good results. In addition, since salespeople won't have to ask for a permission for each action, the sales process will speed up and, as a result, increase profitability.

4 What Organizational model would be best for you and your company? (Chapter 8) Why? Line organization model is more suitable for smaller companies that don't have many department and can allow themselves to be rather decentralized. The line and staff model, though might be good for We Care Ambulatory Devices, slows down the decision making process (Encyclopedia of Business and Finance, 2011). Therefore, matrix organizational models seems to be the most effective in the given situation. This model allows sharing responsibility between project and functional managers, thus giving power to a larger number of employees. However, more information regarding the existing organization, such as number of employees and departments, for instance, is needed for making an adequate decision regarding the best model to suit this particular company.

5 You are very talented and are hired to turn the company around. You feel that you should be able to increase the company profits 5 fold.... from \$10, 000, 000 to \$50, 000, 000 within two years. The average yearly salary for a midlevel manager at We Care is \$60, 000. As the CEO, you expect to work about 90 hours per

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week. What is your asking salary and what salary do you expect after 2 years? Why? Considering that a midlevel manager at We Care works 40 hours a week for \$60, 000, then 90 hours per week would cost \$135, 000 yearly. However, the CEO position is of a higher level and involves more duties and responsibility. Therefore, my asking salary would be around \$150, 000, with a perspective of growing to around \$200, 000-\$250, 000 in two years. At the same time, getting a base salary plus profit commission is an option as well. References Cornell, E. 2010. Styles Of Leadership. Web. 21 March 2011. Encyclopedia of Business and Finance, 2011. Organizational Structure. Web. 21 March 2011.