Bp case alaysis

BP case Analysis This is a case of excellent leadership in the digital economy, where the technology advancements are well aligned to fit the mission of the company, while at the same time serving the interest of the employees. Starting 1998 through to 2001, many technological transformations had been implemented in the company, all giving positive results. The transformation saw the introduction of software and hardware that would allow the employees " work and live on the web" (Margaret, 1999). There was also a change of the role of technology usual role to that of developing strategies. It is through the development of such strategies that the company was able to gather double the information it used to from the system, while reducing the IT cost budget by a third. The leadership is well structured so that each leader has a role to play, different from the other, an aspect that helps to eliminate the conflict of interests and create effectiveness efficiency in the way the system operates. Worth noting is the fact that BP has delegated some of its role to service providers, to enhance its smooth operations. For example, the HR issues are addressed by Exult. The change of the leadership hierarchy from eight levels separating the top management less hierarchical one, allowing the business units to operate independently, is a big leadership achievement. This has seen the company integrate with other four companies through merger and acquisition. Decision-making is done through peer groups that have shared core values. The company values socialization and consensus in reaching its decisions. Regarding the technology environment, to this company, technology is the basis for everything. It has been applied to create business innovations, improve the undertaking of operations, and act as a tool for use to gain competitive advantage (Margaret, 1999) . The Company though faced with

challenges of educating its employees on technology use and applications, has integrated this as one of the major objective the management must address. This is due to the important role that technology plays in the operation of the company. This saw it create a web page for learning, with self-service courses by 2001 (Margaret, 1999). The speed of adopting and utilizing new technology is thus one of the company's strategies. The interaction of the company with its environment is one that is worth emulating. As relating to the organizational environment, the company interacts with the wider global community through the internet. The company has taken the advantage of the internet to connect with its employees, customers, suppliers and the wider community globally. The mission of he Is organizations is to provide valuable information, which can be integrated to the change management of the organization. Therefore, there is a need to provide the champions of IT with information, resources, and support. Information is needed to help them interact with other experts in a bid to establish new technological innovations. They require resources and time to implement such new inventions. They also need support through having people who appreciate their work and keep encouraging them to do even more.

Work cited

Margaret, T. (1999) Creating the Digital Economy: Leadership issues in the digital economy.

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