

# Case study nestle' essay



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Homework Assignment due Week Two of Course (20 pts each)

1. Nestle' Case study (pgs. 96 - 97 in your text) Nestle' is a highly successful global consumer products company. The case study describes changes that occurred at the company over long periods of time. Answer the four questions at the end of the case. The four answers should take around two pages typed and double-spaced. The questions refer to concepts introduced in chapter 4.

2. Question 3 refers to the section that begins on page 84 (black dot, white numbers). Question 4 refers to the section beginning on page 87. 1. Did Nestle' undergo either first-order and/or change according to the case case? Answer, listing examples of types of change from the above story. Nestle' did a second -order change according to the case. Nestle only sold through sales agents to countries outside of its home market. Its launch into the American market was initiated when the First World War increased demand for dairy.

Brabeck- letmathe emphasizes the need for incremental approach to change. Do you agree that this what he has done? Discuss the differences and similarities between his view and your view of what has occurred at Nestle', both historically and in recent times. Yes, I believe Brabeck has incremental change

3. What implications for change managers would apply specifically to Nestle'? Outline how the Nestle' management team may have reacted to each implication. Nestle, is forced to respond to a competitive mechanisms specially created for managing a specific. The first implication for change

managers within Nestle is the need to be accountable, transparent, and focused on how best to create trust between subordinates and management. From this foundation of trust, both first- and second-order change can be developed. This focus on being trustworthy to alleviate resistance to change and instead invite employees to own the change as well is a critical to making any organization resilient over time (Burrus-Barbey, 2001)".

4. Find three examples of lessons from the front line that are evident in the Nestle' case. How could these issues be overcome? . Table 5. 2 (pg. 113)  
Diagnosis by Image Answer questions 1 and 2. For question one, use either your current organization, one you have worked for in the past or are familiar with. For question 2, incorporate one of the organizational models detailed in the chapter (ex. Six-Box, Star) into your answer. If your organization is dysfunctional, it may be why it doesn't look exactly like one of the models.

Note the differences in your answer.

- 1. In relation to your organization (or an organization with which you are familiar), what metaphor, or simile would you use to describe it?  
My organization is/is like
- 2. What is it about your organization that you are trying to convey through this image? Its needs more People Practices. How we needs learning and development, performance feedback, staffing and selection
- 3. Case Study " Problems at Perrier" (pg. 166) Read the case study and from the " Reason for Resistance" list in Exercise 6. 2 on page 151, determine the 4 or 5 primary reasons you feel are present in this

situation. List each reason and provide a brief explanation of why you think it is present in this case.