

Example of report on strategic management and organizational change

[Business](#), [Management](#)



INTRODUCTION

The objective of this project is to assess the importance of strategic management in the healthcare industry. In order to effectively do so, the reasons for the development of strategic management model to address change management for sustainability and growth are separately evaluated. In addition, the differences between organizational change and transformational change have also been evaluated. To gain significant understanding regarding the topic of interest, an example of successful leadership models in today's healthcare industry has been provided along with the tools that can be used for the assessment of leadership effectiveness.

STRATEGIC MANAGEMENT MODEL IN HEALTHCARE INDUSTRY

Healthcare organizations are highly complex and dynamic in nature. Due to the unique nature, the healthcare organizations are in constant need of quality leadership along with the supervision and coordination of employees. This reflects that for a healthcare organization to maintain and achieve its desired goals and objectives, it must ensure effective strategic management.

The changes in technology have become an essential factor that a healthcare organization must adapt to ensure its growth and sustainability. Due to the changes in technology, the healthcare industry has witnessed rapid growth. Taking an optimum advantage of growth relies highly upon taking effective decisions that can only be done through strategic

management.

Managing change within an organization is quite essential for the growth and sustainability of an organization operating especially in the healthcare industry. Whatever the reason, change often faces resistance which eventually leads to minimal performance and productivity of the workforce. In addition, change wreaks havoc with the bottom line of the organization which eventually impacts the accomplishment of objectives profitably. For an organization to manage change, it must ensure effective strategic management. Through effective strategic management, the organizations are often always provided with an ability to manage change managing the driving forces against the restraining forces i. e. Change Management (Johnson, 2009).

In order to manage change, the strategic management model focuses highly upon change management along with the training and development of employees to embrace change rather than resist it. For instance, the strategic management model emphasizes on enhancing the driving forces to change against the restraining forces. As a result, the employees rather than resisting the change accept and embrace it from time to time so that the organization can achieve its desired goals and objectives in terms of sustainability and growth.

ORGANIZATIONAL CHANGE AND TRANSFORMATION CHANGE

Transformational change and organizational change are exactly opposite to one other. To understand the difference between the two types of change i.

e. transformational and organizational change, the following paragraph must be taken into consideration;

Organizational Change

Organizational change is concerned with the incremental change. This is the main reason due to which words like 'effectiveness' are associated with it. Organizational change is a continuous process that must be monitored and maintained from time to time. This type of change is usually top down, and hierarchical and the leaders tend to direct the change onto the staff members. Organizational change begins with a common vision and focuses highly on the achievement of desired organizational goals and objectives (Hackman, & Johnson, 2004).

Transformational Change

Transformational change, on the other hand, is concerned with the redefining of what an organization does (individually and collectively) and what the organization stands for. Such changes are considered as illogical and unpredictable as it is the change in beliefs. This change is permanent and does not require external influence for its maintenance. Such changes are dynamic, and people within this change are considered and valued at participants (Hackman, & Johnson, 2004).

LEADERSHIP MODEL IN TODAY'S HEALTHCARE INDUSTRY

St. Ignatius is one of the legendary examples of successful leadership model in the healthcare industry. With the changes in technology and time, managing an organization has become quite difficult. In order to accomplish

the organizational goals in terms of growth and sustainability, organizations rely on a variety of leadership model. One of the leadership models is as follows;

The collaborative leadership model in the US Healthcare industry is one of the prominent examples of leadership model. The model proposed by Center for Creative Leadership (CCL) is widely used by the organization in the healthcare industry to overcome uncertain times.

(Browning, Torain, and Patterson, 2011)

The leadership model proposed by CCL is as follows;

- Collaborative Patient Care Teams
- Resource Stewardship
- Talent Transformation
- Boundary Spanning
- Capacity for Complexity, Innovation and Change
- Employee Engagement and Well-being (Browning, Torain, and Patterson, 2011)

The leadership practices in each of the above mentioned factors significantly help the organization to maximize the effectiveness.

ASSESSING LEADERSHIP EFFECTIVENESS

Organizations have been able to consistently achieve the desired goals and objectives under effective leadership. Despite uncertain times and constant pressures from the competitors, organizations have been able to significantly

achieve growth and sustainability. Some of the tools that can be used to assess the effectiveness of leadership are as follows;

Leadership Practices Inventory (LPI)

This tool focuses on measuring leadership effectiveness using a series of statements and questions. In addition, this leadership assessment tool focuses highly on elaborating the practices of exemplary leaders (Johnson, 2009).

Leadership Competency Assessment Tool

This assessment model is used by the Department of Justice for the evaluation of leadership effectiveness. In order to gain sufficient information, the model ranks leadership competencies, including communication and team building skills followed by supervisory skills, technology management skills and executive management skills (Johnson, 2009).

360-Degree Assessment Tool

This tool helps in the assessment of leadership competencies through a process in which the leader is asked to apply his/her skills to tackle real-life organizational challenges (Johnson, 2009).

CONCLUSION

Strategic management plays a crucial role in managing the organization's resources and capabilities through effective leadership. With the help of effective leadership, the organizations are continually provided with several opportunities to overcome challenges due to uncertainty and competition. Growth and sustainability are two of the most dominant advantages that an

organization can achieve through effective leadership through strategic management.

References

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