

Free case study on general electric co

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In the beginning

Early in the year 2001, the business at General Electric Co. was in quagmire. Most of its operations were in a mess and things seemed not to be working out. Most of the projects initiated by the CEO of the company, Jack Welch did not live to the expectations. The company was in a downward slope and there was the need to have a reengineering process. Most of the company workers did not focus on their work. The business faced a bleak future.

The CEO however saw the possibility of growth and great opportunities. He was confident deep inside him that the business would be successful.

Through his management skills, he was able to bring everybody on board, effectively communicate the business needs and developed the new roles in the business. From then the business picked up and is in the line of making great success and achievements just as before. The growth is thus bound to surpass the previous initiatives as the business now has a better focus on its goals and objectives

The success

The CEO Jack Welch introduced proper communication of goals within the organization strategies. He introduced the culture where all the organization managers being proactive at the expense of being reactive. He advised all the managers to get Informational Technology (IT) coaches who were much younger in age so as to remain relevant and counter possible problems before they arise. This brought about increased focus on the job and hard work. Moreover, there was the introduction of modern technology like the internet in the business that made its operations more efficient and effective.

This was coupled with the integration of skills of the young and the old generations to get a hybrid skills for the business growth.

Way forward

For the business to continue being relevant and competitive, the well-established organization culture of busy people who are committed to their work and their duties to achieve the desired goals, should be harnessed. The new CEO should introduce Management by Objectives (MBO) and carry out proper performance evaluation. If this is integrated with improved reporting procedures within the organization, growth will not be an option but a must rule.

Bibliography

Bartlett, A. C. (2003). GE's Two-Decade Transformation: Jack Welch's Leadership. Boston: Harvard Business School Publishing.