

# Leadership development

Business, Management



Why did Ford swap its European chief and its global marketing leader? Ford has taken some severe measures by swapping and re adjusting the order of work. This has come in the light of performances and output rates in the recent times. The recent times have seen considerably reduced rates of productivity which has impacted the overall standing of the company in terms of annual profits made. The company has lost as many as 619 million dollars in the European sphere of market share which is a staggeringly high figure when it comes to the company loses and overall profits recorded against the previous years. This move can be termed as the major decision taken in the recent times and has been brought about in a forced way owing to the company performance and non satisfactory responses from the profit index.

The global trends and the overall reduction in the profit as a result of it is another reason that has brought about such a move. The larger states such as Russia and its overall standing in the global economic market had its impact on the Ford's overall performance leading to tougher decisions being made.

What are the leadership challenges facing Mr. Odell and Mr. Farley at Ford? Mr. Odell may have contributed on the structural function and strengthening of the Ford's existence in the global innovations, however the domain and context of market capturing still desires to be gripped further in order to make most of the market potential. The experimental work on the Mustang comes as a challenge that has yet to be practically tested and determined with regard to its potential success. Mr. Farley has also got his work cut out in the form of fulfilling for the vacuum that is being created through the step

wise retirement of the number of individuals who were long associated with the company. Replacing the expertise with relatively equal and effectively able individuals is a challenge that needs to be resolved. Bringing Ford to the previous top level of success and high profits is another challenge and goal that the two individuals must set before them in order to overcome the existing challenges.

How does the job rotation help leadership development? How does job rotation impact the organization?

The job rotation helps the leadership in a way that it allows the individuals working in a different environment, meaning exposure to larger domain and coming up with improved performances. Rotation allows the employees working with freshness of mind and removes the element of redundancy and boredom by repeatedly working in a similar environment and similar surroundings. The impact of rotation can be either positive or negative for a given organization. It can be positive if it is handled properly as it promotes productivity and brings along diversity in the cause and actions. It on the other hand can lead to disturbances and reduced productivity and performance if the process of rotation is not aligned with the core values and the skills and techniques requirements that are a prerequisite for a rotational concept within any organization. Different ideas different leadership styles, different leadership philosophies and versatility is induced in the organizational working through the rotational policy making the overall chances of organizational progress relatively higher (Ramsey).

References:

Ramsey, Mike. " Ford Shifts Global, Europe Executives." Industry. 2014