

Economics case study case study example

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



Question 1

When implementing a certain change in an organization, the employees should be given time to internalize and accept the change. Managers should not be overambitious and too focused on the possible results that may arise. They should leave an allowance for employees to acclimatize themselves with the possible effects. Different employees are motivated by different things. For some, the urge to go up the hierarchy is not sufficient motivation. External consultants can be brought onboard to shed more light to the employees as opposed to the managers themselves as they may be biased in their discussions.

Question 2

Before reading the case

Kevin Sparks could have tried highlighting the advantages of implementing the new policies. He could have convinced them by engaging an external consultant who can discuss matters pertaining to the expected changes. The employees can even express their fears and concerns on the changes to the managers through such talks.

After reading the case

Kevin Sparks can implement the changes through stringent measures on those who oppose his implementations. This may include using layoffs to scare people into doing as he wishes. Raises and promotions may also be accorded to those who play along and help in the realization of new programs.

Question 3

How to encourage employees to embrace organizational change

Managers can delegate their duties to junior employees. This way if a new policy is introduced it will receive less opposition as it will be deemed to have come from the junior employees. Communication should also be open in firms. This allows for innovations to arise from within the firms. Junior employees may also have useful ideas that may improve the efficiency. Credit should be given to such employees so that they feel appreciated.

Similarly, it is important for managers to set high standards on performance. This creates dissatisfaction among the employees and, therefore, any changes that may help in the achievement of set goals will be highly appreciated and accepted. The management should, however, keep the employees in the know especially on new data acquired concerning the changes to be implemented (Harvard Business School Press 2005).

Managers can use the business environment and the current business situations to enlighten employees on the need for changes. This may be through informing employees on the need for quality production due to stiff competition. Any other useful data that concern the main area of firm's source of income should be communicated to employees. This helps employees to familiarize with the existent problems. It also reduces the resistance to changes that may help in solving these problems.

Real World Activities

Recently companies have plunged into e-commerce or online businesses. This has been especially successful due to the role of social and networking media. Employees have aided in this growth since they have embraced the role of the internet and are familiar with most social networks. Success has also occurred due to the specialization in industries. Jobs are allocated to specific employees whose prowess is credible. Customer relation management has facilitated the fulfillment of the needs of customers before, during and after the sale of goods online.

Some of the change management strategies that are available when moving from one policy to another are: the slow interbreeding of the two policies, clear communication with employees and sufficient training. The new policy should be introduced little by little as its effect is monitored. Employees must be kept in the know on any developments to be made so as to reduce their resistance to change. Sufficient training helps employees to accept and understand even those changes that seemed incomprehensible.

Harvard Business School Press. (2005). The Essentials of Managing Change and Transition.

Boston. Harvard Business School Press.