

How modern leaders lead: dick smith

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



The paper "How Modern Leaders Lead: Dick Smith" is a wonderful example of a management essay.

Dick Smith Foods is an Australian Food brand and has been incepted by Dick Smith, a renowned Australian Entrepreneur. The products provided by the company acts as the alternative to the products offered by the foreign companies in Australia. The company was incorporated in the year 1999. Dick Smith Foods actively promotes the products which are being manufactured by the Australian-owned businesses and are also grown and made in Australia. The company also give high value to ethics (Dick Smith Foods, 2014a).

Organization vision

The organizational objectives of any company are defined by its vision and mission statements. The vision statement is an outline of the future objectives of an organization. It provides better direction to the activities of the organization (Bosch, 1987). Dick Smith's is an Australian food company that produces food products with the help of other subsidiary companies located in Australia using local produces. The vision of the company is to create employment in mass scale in the country and ensure that the revenue stays within the economy for its better development (Dick Smith Foods, 2014a).

Organizational culture

The organizational culture of the company is driven by a supportive environment where the founder and the employees work towards greater industrial development and employment generation. The organization ensures business ethics are maintained in its activities while it coordinates

with various Australian organizations for production and distribution. It was further ascertained that the company is driven by a patriotic culture where the focus is a complete economy development of Australia (Mcdowall, 2012; Dick Smith Foods, 2014b).

The strategic objective of the organization

The strategic objective of the company is a holistic development of Australian society. For this purpose, the company donates its total profit to various charitable organizations. Additionally, the company also aims at generating large-scale employment in Australian companies as Dick Smith observed that about 85 percent of consumables of Australia is produced and sold by foreign organizations. Another important objective of the company is to ensure that the revenue that is generated by the sale of its products should stay within the economy and contribute towards development (Mcdowall, 2012; Dick Smith Foods, 2014c).