

The strategic management process for change in the 21st century



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The Strategic Management Process for Change in the 21st Century MBA

5101 Strategic Management and Business Policy Abstract The purpose of this paper is to explore the mindset of companies in the twenty first century that are unwilling to change from their current belief, which is one that except downsizing vs.

reutilizing their workforce. Today there are too many top levels executive or CEO's that feel that it would be hard to do more with less. However if they are to succeed and grow then this is a must for them.

Today company leaders need to find innovative ways of doing more with less due to the rising cost of energy. Some businesses that once show a profit are now force to find ways to do more with less or go out of business.

This paper will a look at how managing change by using Strategic Planning and the strategic management process, and by providing recommendations. My goal is to try and show how these business practices could help reduce redundancy and also help improve useless waste and efficiency, to help the show profits and to keep their heads above water.

In today's high tech world filled with new technology and global communications how do you implement some new kind of business practices and techniques for management to use? I see that the problem is just as confusing as the solution. The goal is to try and implement some new technology that could help improve with customer service and also help reduce cost.

There is also need for a comprehensive balanced approach that focused on obtaining the tangible results that equal success. Man-Tech Corporation is a comprehensive logistic company, which is concern about how to improve the company and make it more competitive.

Management wants to look at ways of improving Man – Tech Corporation to make it more competitive in today market. Something that the company needs to start looking at is improving their product and service needs to be better than their competition. They need to look at the following area, (functionality, availability, quality and reliability), their customers need to be aware of these advantages.

Some of these factors are directly related to the service and its design- its fitness for purpose and its aesthetics and desirability.

The others are more related to the way in which it's produced and delivered. Ideally they need to have product that are more pleasing and service to meet the needs of the market you are targeting. We need to produce it in the most efficient manner so that you can offer it to our customers at an advantageous price, and deliver it to customers as soon as possible.

The old ways of doing are gone; today we have more technology, which has enabled operators to automate many processes that were previously dealt with by people.

One problem is how can we use this new technology to provide a higher quality of customer service? Some recommendation are, the improvements in voice recognition and call-routing technologies which will allow for the

creation of voice activated portals, allowing customers to perform a range of task, from simple bill enquires to more complex line -fault diagnosis and reporting. The main challenge for Man-Tech Corporation in the years ahead is to balance the cost of the increasing expertise required to support a line of products and service, while providing these at an ever lower cost.

LogZone Technology is a company that encompasses a continuously evolving group of methods and materials, from techniques for generating energy to product that are non-toxic used for cleaning.

Recommendations, we need to go green, going green has its rewards and benefits. For one it leads to an increase in profits. More and more Companies are starting to become more energy efficient. Some companies in the United States are being encourage to starting make energy efficient, or greening their choices. The company could save millions of dollars over a period of time.

Companies like LogiCore, and Tec-Master have save millions of dollars annually by going green.

As the country moves closer to some kind of cap and trade system that can provide economic incentives for pollution reduction. The adoption of going with green technologies for companies could increase. By creating an environment where people can freely share their ideals, one ideal could bounce off another one and creates lots of other options for the company. The problem, would be is how to help employees become more creative and innovative.

Recommendations, is taking the time out to praise and reward the employees for doing more with less and for going above and beyond their normal duties. The company could sponsor some kind of competition where employees can increase and encourage some friendly competition between workers. Ask employees if they have any suggestion or input, by doing this you make them feel like their part of the team and not just workers. Try to give some kind of weekly or monthly rewards that are compelling motivators to generate positive business results like an accolade for excellent customer service or increased productivity.

Here at Man-Tech Corporation we have a long history and reputation that we value for caring employer and always looking to attract and retain a high caliber workforce. Problem is how do we recruit and reward a competent workforce? Recommendations, is an opportunities for training to become a high priority for Man-Tech Corporation, and to ensure that all employees have the opportunity to contribute to their own career development plans and goals. Man-Tech Corporation aim is to give all their employees a comprehensive range of benefits.

All employees will be encouraged to become a member of the Man-Tech Corporation pension plan and will receive healthcare coverage.

Man-Tech Corporation is also currently operating a share incentive program whereby eligible employees receive awards of a free share, and are able to purchase Partnership share which are then matched on a one for one basis with matching shares. Man-Tech Corporation has contracts with other local

companies; employees at Man-Tech Corporation are entitled to various benefits.

Some of these benefits range from local gym discount to reduce membership at the company sports and social club to daycare vouchers and other discount. We fill that our commitment to developing the skills and talent of our members will not only ensure an extremely competent workforce, but also ensure their continued success of the company. The key to becoming more technological in our operations are based on us becoming more innovated and technology.

Which help to foster growth by using efforts that allows Man-Tech Corporation to deliver high quality customer service?

By keeping up with rapidly advancing technologies which has proven to be one of the greatest challenges of Man-Tech Corporation quest to become a more knowledge economy. Equipping the workforce with the right set of skills to help embrace the technology requires investment in lifelong learning. With this new venture we will be able to reach more customers providing better customer services. We will look at using a multi-tiered approach, which consist of the following. By providing reliable access to information and network service, this will help to improve the end user experience.

Enhance infrastructure that promotes efficiency and investing in technology that will allow the company to deliver high quality customer service and increase visibility by finding creative advertising means. Appeal to the emerging Eco-Friendly & Green global market. Use of e-commerce; through <https://assignbuster.com/the-strategic-management-process-for-change-in-the-21st-century/>

e-commerce the company would be able to reach out beyond its own organization boundaries and to interact with customers, suppliers and other business partners. At Man-Tech Corporation we overcome resistance by promoting a culture of diversity, inclusion and gaining the employees respect and trust.

To help people work through their resistance, give them a safe place to express or vent their true feelings.

Don't try talking them out of their feeling, instead honoring them. Validate their feeling by saying, to them that you understand from your perspective how you could be mad right now. What else are you feeling" honor their anger and their concerns and also the fears. If you try to challenge or judge how they feel, they may dig their heels and refuse to budge. This can be looked at in two ways; lack of good leadership is often the root for a problem within a company.

A lack of morale can hinder a company's growth and potential but by helping ourselves and others adapt to resistance we can be a challenge, but by everyone participating in the process and all "lightening up", resistance will be more easily accepted even as we embrace the inevitable.

Way ahead, Crisis Management, a plan to prepare for the future. This plan will focus on improving the workforce of Man-Tech Corporation using some new technology and new business practice. With this type of plan we will be able to deliver some key business objectives.

Supply chain management will become part of the strategy. With the use of supply chain management we will be able to work to try and keep the workforce skilled in all required areas. This is a summary of major items that the board has recommended which is outlined in this paper.

In order for Man-Tech Corporation to become more efficient we have to find new ways to implement new strategies that will help transform the company business. We have to continue to upgrade all our technology so that it supports our clients' needs.

We will have to continue to train all our employees so that they have a good understanding of the company products and service. By doing these things it will lead to an increase in sales and service, thus increasing profits and growth. We will use the new technology to provide a higher quality of customer service.

The bottom line up front is that implementing a new system and transforming the company business will not be accomplished without some levels of risk added to it. The information shown in the charts represents two years of collective data.

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