

Mod 2 - td financial analysis

Business



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Organizational Diagnosis Organizational Diagnosis Organizational diagnosis is the study of the human systems under the behavioral science theory in which valid information is collected and feedback is given on the relationship between the system and the user. Once the relationship is recognized, one is able to determine whether a change in the system is necessary. Marketing strategy is a process where a business or organization uses its limited resources at its greatest opportunities in order to achieve maximum profit and sustain a competitive advantage over the rest in the market (Hackman, 1972).

Organizational diagnosis has three stages that include entry, data collection and feedback. During entry, the client and consultant reach an agreement of their roles in the data collection and the feedback. It includes the introduction of the client and consultant and the decision that they will work until the end. Data collection includes collecting valid information about the client system and understanding the system. After this, the feedback stage gives the overall data analysis of the client system and be able to offer a good working relationship (Hackman, 1972).

Organizational diagnosis and strategy are connected because organizational diagnosis leads to an improved and better marketing strategy as it becomes a spring board in getting better results. Mediating factors will include core competence such as the skills, technology and resources. The domain of the organization which includes the population it serves and the functions it performs could also be another factor. Organizational diagnosis helps in identifying how they will be able to communicate to the customers about their strengths, their customers' requirements and changes in those requirements. Once the organizational diagnosis is successful, it means that <https://assignbuster.com/mod-2-td-financial-analysis/>

the ways of improving the marketing strategy will be identified and this will lead to a better way of marketing. In today's fast changing world, knowledge sharing and developing customer oriented systems will be able to influence the performance and thus increase the competitive advantage (Hackman, 1972).

Reference

Hackman, J. (1972). Organizational diagnosis. Cambridge: Harvard University Press.