

Zappos

Business



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Zappos What lessons about leading people and managing organizations does Zappos and its CEO, Tony Hsieh, provide? Explain your conclusions

Zappos and its CEO offer various lessons on leadership and organization management. An organization succeeds if its management functions in a manner that promotes growth, for example, there should be a vision plus a mission with vivid objectives (Berger, 2011). Strategic plans and tactical plans are fundamental for ensuring achievements of the set objectives. Through planning and evaluation of performance, the CEO was able to manage required changes in the organization. The relocation of the company from San Francisco to Las Vegas was a characteristic of proper organization management. Zappos and its CEO have provided lessons that a strong leader ought to combine both leadership and management aspects in order to perform in a suitable manner. The CEO has ensured communication with both customers and workers. He has realized proper motivation for employees and proper customer relationship (Berger, 2011).

Address of management challenges by Zappos CEO

Globalization

The CEO ensured relocation of the company to Las Vegas in order to overcome the challenges of globalization. The relocation achieved proper customer service and gain of new customers. Operating in Las Vegas gave the company a competitive advantage due to proximity to customers and low cost operation.

Leading a diverse workforce

The CEO's ability to deal with a diverse workforce contributed to the success of the company. The CEO has developed an appropriate corporate culture, embraced by every employee in the company. The CEO developed a

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dynamic culture fundamental for future growth (Berger, 2011).

Ethics, character, and personal integrity

These aspects were fundamental for the growth of the company. For example, the CEO ensured proper treatment of customers, even in cases unassociated with the sale of products. The company chose to remain at break even for a long period in order to maintain quality services to the customers. Appropriate character and personal integrity that leads to customer attraction and satisfaction are evident where the CEO emulates customer service an important aspect of the business (Berger, 2011).

Zmuda's assertion that Zappos is much different from other consumer companies

I agree that Zippos is different from other companies. Al through, the company has mastered the art of customer service by emulating a culture unique from other corporations. Most companies focus on profits and forget the importance customer service. The choice of the company to remain at breakeven was a difficult one (Berger, 2011).

What particular aspects of Zappos would other organizations do well to emulate?

Organizations can perform well if they emulate proper customer service and motivation of workers. Employee motivation ensures efficiency in the work place, and proper customer service ensures retention and attraction of new customers (Berger, 2011).

References

Berger, A. (2011). Managing and leading People: Critically discuss and identify the HRM policies with which to ensure employee retention and development. Norderstedt: GRIN Verlag.

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