

# Leading change

Business



Due Eitel's Philosophy " Great Game of Life program" Charles Eitel was the CEO and chairman of Simmons Bedding Company and came into a realization that there was no need for change for the company to grow. The company was a stiff company resistant to change. The policies of the company were counterproductive making the company a very unattractive working place from the company. The company applied autocratic form of leadership, very stiff and bureaucratic. The company felt that the employees were there to serve the firm. The firm dictated what the employees were required to do. Communication was not effective at all and it was very little. The organization's culture was a fouled up one whereby the plants of the firm competed against each another. Eitel felt that there was need to overhaul the organization's culture. The only way to do this was by setting up change in all the people throughout the organization by spending 10 Million on a very new philosophy called " Great Game of Life".

The main target of the philosophy was to come up with an environment whereby employees felt that they were indeed making a difference, having fun and in an environment where they were free in making decisions. The philosophy's use was to train, develop and experiential experience through inclusion of a ropes course, training in classrooms in order to reinvent the company and build it to a better company. He believed that there was magic when people working together share their ideas, truths and beliefs concerning issues in the company. The main target of Eitel was to help employees learn how to think in new better ways, take charge and have fun while executing their duties. His philosophy focused on changing the behavior of employees and working environment to an environment that led to job satisfaction. Free sharing of ideas targeted building up an innovative

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and creative organization resulting from effective communication in the company.

The premise of “ Great Game of Life” was that for every profitable business to grow; customers’ satisfaction with the firm’s products is high, the employees are cooperative, innovative, creative, satisfied with their work and committed to the tasks assigned to them. In addition, the culture of the business and the leadership system empowers and motivates the workforce. By applying all the above mentioned requirements of a successful business, the firm started growing dramatically and its market share increased increasing the sales of the company making the company very profitable. The leadership system of the firm changed and the leaders interacted well with the subordinates. Employees were given room to exercise their knowledge and skills to come up with a more innovative and creative organization. Nevertheless, the culture of the organization changed to a very accommodating one increasing job satisfaction of the employees and motivating them to work effectively.

The philosophy of Great Game of life was to help Simmons change its organization culture, leadership style and communication models in order for the company to grow. The company adapted changes and this improved employees’ morale to work and motivated them to feel contented while pursuing their tasks. This changed communication in the firm to a more effective model. Leadership style enhanced decision making process and made it very easy to make decisions. A good working environment and a free communication method in a firm helped in improving innovation and creativity level within an organization. The philosophy was to help other firms come up with a culture that gave room for effective communication,  
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proper leadership styles, a good working environment and a good reputation of the company to its customers. In conclusion, the philosophy focused on what should be done for a business to grow and earn more profits.

#### Work Cited

Farber, Barry J, and Robert L. Shook. *Success Secrets of Sales Superstars: The Moves and Mayhem Behind Selling Your Way to the Top As Told by 34 Industry Leaders*. 2013. Print.