

# Baderman action plan



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BUS/475 Many businesses reach a point in time when they must analyze their organizational goals and how they are contributing or harming the company's existence. The decision to explore a company's structure must be tailored and surveyed carefully and thoughtfully. Baderman Island Resort is an all-inclusive resort destination. The island encompasses an array of restaurants, hotels, and an unlimited list of activities highlighting the best of entertainment and relaxation.

Based on its success Baderman Island Resort wishes to study its already successful company by inspecting several key areas. In the following paper Team C will reveal Baderman's existence by performing an analysis of its mission, vision, values, and goals. Team C will also analyze the reason for the type of organizational structure employed by the business, as well as identify key positions that support its organizational structure.

In addition, the team will identify and explain the steps of the collaboration process among the functional areas that must be employed to achieve Baderman's organizational goals, and will prepare an action plan to implement the collaboration process; We will also identify and provide examples of the use of lateral collaboration and vertical collaboration within the company and prepare an action plan to use lateral and vertical collaboration.

Finally, we will distinguish key stakeholders, their roles needed to achieve the organizational goals, and will make recommendations to collaborative interactions among the key stakeholders to facilitate the organization's

success. Baderman Island Analysis The resort's organizational reasons to exist begin with the family's growth in profitable business ventures on the island since 1923 (University of Phoenix, 2012). When change threatened the farmland owned by the Baderman Family, the organization envisioned a new mission to convert the farmland into a resort.

This change kept the entrepreneurial vision alive along with the desire to succeed in business. The drive of the organization comes in the form of providing a self-contained resort for patrons to relax, enjoy and indulge themselves (University of Phoenix, 2012). The resort offers a variety of personal and pleasurable goods and services meant to make the stay memorable, entertaining, and relaxing (University of Phoenix, 2012).

Strategic planning for success of the resort made the family hire a management firm with a winning background of managing resort properties.

The organizational insight set the goals to take advantage of the lush grounds making the resort a place of beauty. The management company brings expertise and staff to fulfilling patron's desires of a getaway exceeding expectations of a dream vacation. The management firm will use the power of individual voices through a blog site that tells other perspective patrons of personal experiences to promote the business. The Baderman Family values meant taking a chance on the island in 1922 and the island lead to profitable and successful business ventures for the family.

The Baderman Family believed investing in new projects would help the community survive just as the community helped the Baderman Family succeed in business. Although many years of hard work brought prosperity

the Baderman Family, the family's perseverance provided the strength to change from farming to building a resort getaway. Baderman Island

**Organizational Structure** The organizational structure that Baderman Island has a functional organizational structure. This is because it has multiple departments.

Since this is a resort setting the company is larger and needs more than one department. If it were a small hotel then it could get by with one manager who controls all of the departments. Baderman Island has a lot of different amenities for their guests so they need more help and managers for the different departments. Some of the functional groups that make up the resort and that the resort is responsible for are for the spa, housekeeping, room service, the golf course, the business meeting rooms, the restaurants, the front desk, the botanical gardens, and many other departments.

There are administrative groups that are considered departments that make up the inside of the resort where the guests can't see which the marketing team, human resources, are accounting, and other departments. There are so many departments in a resort that it takes a lot of people and many different managers to make sure that the resort runs smoothly. For a functional organization they have a general manager who is in control of the whole resort. Since this resort is 24 hours they would need another one at least to make sure they always have one to take care of anything when in need, this way the guests stay happy.

All of the functional areas depend on one another. If one of these areas are not doing their job it will affect the rest of the areas. This is why it is

important for the company to work together to help each other out and make the resort run smoothly. Baderman Island Action Plan Baderman island resort has three areas of operation. The Customer Service Department, Housekeeping, and Maintenance Department, Advertising; All three departments will have to collaborate to continue to offer the level of service, which Baderman is known to provide. The Team C will outline several key points to foster this collaboration.

The departments are on a Baderman Scorecard. This will allow the individual, and departments to have constant feedback on their effectiveness in Baderman Island Action Plan. Scores are that are derived from; customer comments, surveys, and supervisors reports. 1. Provide superior customer service for guests. • Baderman Resort staff will monitor social networking sites to ensure proper responses to customers, promoting feedback on services, and experience. • Hold Weekly staff meetings to discuss ways in improving customer service. • Supply Baderman Scorecards monthly to each department so that each department may address areas of concern. . Implement a total quality management program to maintain the goals, mission, and values of Baderman Resort. • Hold training seminars to teach all aspects of the customer service handbook to Baderman employees. • Publish a weekly employee newsletter promoting esprit de corps through recognition of employee accomplishments in collaboration, customer service, and recognize employees' efforts. 3. Supervision of training • Baderman Island managers will supervise employee training by attending the weekly staff meetings, employees will attend a minimum of two staff meetings in a month. • Baderman Island supervisory walkthroughs are accomplished a

minimum of once per week. • Management teams will provide feedback at all staff meetings, with the intent of positively encouraging all Baderman staff to strive for success. 4. Training strategies • Managers perform employee reviews quarterly to discuss employee effectiveness, and keep all staff in sight of the vision and mission statements. • All Baderman staff are assessed on his or her ability to collaborate both, horizontally with in their peer group, and vertically with superiors, and subordinates collaboration on assessment results will be provided for employees.

Collaboration encourages communication between employees on the effectiveness of customer service performance and the effectiveness of employee training. • Management will expect employees to score seven or better in on their Baderman Scorecards Cards have a one to ten rating. 5. Baderman Island Action Plan to increase customer, and employee relationships • The goal will be to achieve the highest level of training for each employee, intern allowing the Guests to have the most that Baderman Island Resort has to offer in guest services. Customers are encouraged to evaluate all aspects of Baderman Island Resort. Management will collaborate with all departments to allow employees to have a constant source of customer feedback, encouraging him or her to be a valued Baderman employee. Baderman Island Lateral and Vertical Collaboration. Company structure usually plays a role in how flexible or adaptable the company is. In addition it may be related to the type of company. Companies may be either hierarchal with a multi-level management team, or more horizontal in structure, with fewer levels of management, placing mid-level management very close to front-line employees.

In a similar way, processes within the organization may also be vertical or horizontal (lateral). Vertical processes tend to deal with budgeting and allocation of resources across an organization. According to Coastwise Consulting 2011, the needs of each division or department are collected centrally and allocated based on priority to each need. On the other hand, lateral processes are aligned with workflow such as research and development, or order fulfillment. Collaboration can occur both vertically and horizontally within an organization. In the case of Baderman Resorts, the company is collaborating vertically to fulfill a need in adding a casino to their location. According to the Resort's guest blog, the management does not provide many activities for the 20-30-year-olds that come to the island and they have decided to add a casino to fill that entertainment need. Rather than just leaving this group of visitors to use the resources already on the island, the company is going to add a casino to bridge the entertainment gap activities between families with children, and the forty-and-older crowd. The company also collaborates laterally, by allowing companies to book corporate meetings in a package deal.

This allows the resort to use their available resources to provide meeting spaces, lodging space, food, entertainment, and relaxation space for corporate groups. This uses available resources from various divisions of the company to meet all of the needs of the group. Another way that the company could collaborate laterally would be to offer weekend getaway packages to their customers. Patrons could pick a level of service that they wanted to receive and pay a package price for the weekend that would include food, lodging, and entertainment.

If customers want an inexpensive getaway, the island could provide a package including two nights at the main hotel, with free continental breakfast, lunch at one of the cafe's or snack shops on the island, and one dinner at The Tenney Restaurant. On the other hand, if the customer is looking for an upscale weekend the resort could package two nights at the Tenney Hotel including breakfast-in-bed, lunch and dinner at the Tenney dining room, a couples' massage, and two rounds of golf.

If a company is looking for an inclusive weekend meeting, the resort could provide rooms and catered meals at the Melancon Convention Center and Hotel, combined with an open bar and entertainment for the Friday night ice-breaker, and a yacht rental for Saturday evening. The Gambler's package would include food and lodging in the new casino hotel, complimentary drinks in the casino, two reserve seats at a show of patrons choice, and \$50 worth of poker chips, In this way the resort can meet all of the needs of their various customer groups, and even attract new customers as well.

If a couple spends a weekend at the resort, they may decide to come back with their entire family. When business customers are able to enjoy the amenities provided on the island, they too may return in the future. All inclusive packages are a good way to combine all of the resources of the island. Baderman Island Stakeholders Stakeholders play an imperative role in any organization. They are defined as the influential people who are vitally interested in the actions of the business. Pearce & Robinson, 2009) For Baderman Island Resort, stakeholders are vital to the success of the goals that they have outlined such as building a new golf course, adding acreage, expanding the property, creating a new cove for water activities, and more.



Many stakeholders are needed to accomplish these goals. Probably the most important stakeholders for Baderman Island Resort are their customers.

Customers provide the cash flow for the business; almost all decisions made by the organization affect the customer and in the hospitality business many of the organizations decisions are made for the customer.

Another key stakeholder needed to achieve the goals set for Baderman Island Resort is their employees. The employees are the first line to the customer; they are the ones who will carry out the values, visions, and missions of the organization. A third highly important stakeholder for Baderman Island Resort is the local community. The local community benefits from the resort by attracting tourists and bringing money and jobs into the area. Likewise, the resort depends on the local community for support in growth of the business amongst many other things.

Other key stakeholders include management, investors, developers/builders, and the board of directors. In order for organizational success, it is recommended that all stakeholders must be considered in decision making. It is important that each stakeholder has the ability to have an open line of communication with the organization. Most importantly, customers and employees should be able to communicate with management and have their feedback recognized. Ultimately, all stakeholders play a vital role in Baderman Island Resorts ability to achieve their goals. Conclusion

Team C collectively analyzed Badermans Island Resort in such depth that were ultimately able to identify key factors that help sustain and support the businesses organizational structure. With three areas of operation; The

Customer Service Department, Housekeeping, and Maintenance Department all three departments collaborate making Baderman well known for its top notch service. The teams research found that the Resort collaborating vertically and laterally in doing so they are able to target key areas that would otherwise go unnoticed and ultimately untouched. Baderman's Resort is continually to make strides in being the best.

The company's success also gives it the opportunity to have the option to expand based off of the result it has had. References Baderman Island. "Baderman Island. Apollo Group, Inc, 20 June 2010. Web. 20 June 2010. Vertical and Horizontal Collaboration, retrieved from [http://www.coastwiseconsulting.com/article\\_07.htm](http://www.coastwiseconsulting.com/article_07.htm) Baderman Island Resort, retrieved from: <https://ecampus.phoenix.edu/secure/aapd/CIST/VOPDevelopment/Business/BadermanIsl> and/[internet/blog/entertainment.asp](http://internet.blog.entertainment.asp) Pearce, J. A. , & Robinson, R. B. (2009). Strategic Management. Formulation, Implementation, and Control, Eleventh Edition. New York : McGraw-Hill Companies, Inc.