

Analysis of Orgef Case Study

Name:

Institution:

Table of Contents

Title page 1

OrgEF Analysis..... 3

 Introduction..... 3

 Key technical, managerial, and leadership requirements for the position of CEO 3

 Candidature evaluation..... 5

CEO’s Plan of action for the next five years 8

 Make the customer base wider 8

 Good strategies of marketing has to be developed..... 9

 Making the culture of the organization 9

 Conclusion..... 10

Reference List 11

OrgEF Analysis

Introduction

Every leadership that is capable of steering an organization to success is that which is strategic enough to provide sound vision and elaborate enough to provide clear purpose of an organization. Every organization is bound to undergo change in the course of its activities (Freeman 2010). This inevitable nature of organizations and businesses require the leadership and all the executives to develop the stamina of strong formulation strategy and the will of plan execution. In the case of a company which is undergoing change like the case of OrgEF, the requirement of the leadership should not only be narrowed to providing clarity in terms of direction only but it should be open enough and well skilled to bring a sense of ownership within the work force. This sense of ownership is an influential method of leadership that inspires employees to perform at their best. This is because they feel as acceptable members thus best delivery in their work.

Key Technical, Managerial, and Leadership Requirements for the Position of CEO

It is also essential that the management of an organization that is on the verge of change to gear peoples' minds to get prepared for change - change that shall transform the organization towards the right direction. Failing to prepare peoples' minds, that is, employees, stakeholders, and even the leadership may create resistance thus hindering implementation (Nerur, Rasheed & Natarajan 2008). People are often comfortable with the status quo - of which, for people to accept the change, they have to be influenced towards the understanding of the change that is yet to take place in each and every department in the organization that they are working in. This ensures that the employees' minds align with the strategy that would give the top managers easy time of execution. One who is worthy of an executive post is one who has the wisdom of

marshalling the resources that the organization has to make and implement the set strategies. The strategy of incorporating the stakeholders and the employees in decision making and inspiring a feeling of ownership in the processes is the sure way through which one can make a winning organization which can be defined. Balanced thinking and attaching value to the juniors by the senior executives helps greatly to establish a committed team, which is capable of adjusting to change and situations, thus adapting to strategy rapidly. Leaders have to know that they cannot take an organization to the next level on their own; they have to rely on the prepared mind for organizational change at all levels. This requires a leader to be good enough in their coordination skills. Coordinating members of the team and the entire organization means that a leader is analytic enough, and that there are people conscious in their dealings.

Leaders, especially the ones sought after in the Orgef, are those who are optimistic enough. Naturally, people would always want to work with and for people who inspire them to great achievements (Nerur, Rasheed & Natarajan 2008). In this regard, a leader must inspire his/her people and help them build on their strengths, instead of looking for weaknesses among team members. A leader must be objective enough to help people overcome their doubt to build confidence in all that they do at all times. Most significantly, a leader requires possessing and exercising integrity. People prefer to serve under leaders/authorities with honesty, fairness, and trustworthiness. A person of integrity commands moral authority in people, thus winning people's loyalty.

The above-discussed skills of leadership are required and they are necessary for the CEO who would take over the leadership of Orgef. The founders of this organization were not skill enough, as a result, OrgEF dwindled. The founders did not have sufficient inter-personal and marketing skills that would enable the organization to thrive in the market. It is also evident that

the company under their care did not have good financial knowledge. It is apparent that the preceding leadership of the association was one that did not tolerate change (Nag, Hambrick & Chen 2007). They were stuck in the 20th century mode of doing business. The skills outlined above would help in solving this menace to restore the company to its right profitability track in the 21st century.

To revitalize the functionality of OrgEF Company after the retirement of the CEO, the office fell vacant and others applied to take his position (Nag, Hambrick & Chen 2007). The three people who have applied for the position are the acting CEO (Lena); a current director (Joanne) and one of the managers (Niall). Their profiles are as discussed. Upon the analysis of their profiles, this section of the essay provides and offers a suggestion of an ideal candidate for the position of the CEO in the OrgEF Company.

Lena Legarde is a female from France and she is 35. She is the acting CEO of the OrgEF Company. Elsewhere, she has worked as a Consultant with Griffin Consultants and a part-time Lecturer with Griffith College Dublin. Joanne Doyle is 27 with a Chinese origin; he is currently working at OrgEF as a Human Resource Manager. This young man does not have much experience as he joined the company directly from college. However, he is currently finalizing his MBA as he is working at OrgEF. O'Reilly is a gentleman of 45. This man is an Ireland citizen. The gentleman has a reputation in finance management. O'Reilly has served in the capacity of finance management in the Irish Software Company (Nag, Hambrick & Chen 2007).

Candidature Evaluation

Lena, who is the acting CEO, had a background in consultancy work and lecturing. As a consultant, she has dealt much with helping organizations to solve their issues, which have not been going well, to adopt ways through and by which an organization can stand. The sole

responsibility that her work as a consultant entailed was working to create value, with the intention of maximizing the growth potential of an organization that would in return maximize the growth potential of the organization. Lena, with the nature of her work and with the advantage of the educators' skills, has provided objective advice and insights that the business and the management may have been lacking. As a management consultant, she has been often concerned with the successful business strategy and their modes of applications to help in revitalizing organizations (Mullins 2007). The consultancy work is also broad, encompassing business strategy, marketing, management in possession of control, marketing, human resource, and management controls. Lena must possess these skills due to the nature of her work, as these skills have a potential of influencing her ways of operation.

Joanne on the other hand has worked as a human resource manager in the OrgEF Company, as his first job after college. Human resource management is specific in its objectives. They majorly do the coordination of human, and they enhance their performance by doing the planning and they create good working conditions for them (Mullins 2007). This person may be good at maintaining job description for employees and he may be skilled at job placement depending on employees' capabilities of performance. Individuals in this position of human resource management are also skilled in recruitment, and they are not likely to hire incompetent workers in the firm. Experience in Human Resource Management also helps one to analyze the situation and propose the changes that if adopted as far as human management is concerned would succeed in making the organization successful. These people are also keen at employees' appraisal and motivation - they know how to motivate employees and have positive ways of punishing employees in case of misconduct at work. Employees are the face of the organization,

and therefore good interpersonal skills would help in ensuring good performance in an organization.

Finally, there is Nialle with experience in finance control of an organization. This office is important. This is the place where all finance control of the organization takes place. They advise the management on matters pertaining to finances and expenditure. They are the chief finance supervisors in the organization and they are the finance spokespeople for the organizations at all levels. Finance controllers have experience in organizing finances with the aim of helping the organization achieve its goals and mission. They also plan the retirement and office takes. Finance officers help the organization in identifying projects and good business investments. Finance controllers are also knowledgeable and they are evaluative as to the impact of any contract and agreement that the business is to enter into. Finance officers often advise the executives on such matters to avoid any mess (Bratton et al. 2010). They also provide the budget of operation to departmental heads and the managers. They give intelligent insights the cost analysis and they ensure that there is proper compliance to the contractual agreements and requirements.

Knowledge of a financial officer is paramount to an organization as they help in the interpretation of legislative and other pragmatic laws to ensure that the company or an organization is in agreement with the state, nation, and further, with the contractual agreement. Finance knowledge and professionalism is necessary to the prosperity of an organization (Bratton et al. 2010). All the discussed professional skills are of vital importance to the organization. However, one may not have all these requirements at the same time. For the position of a CEO, one requires a broader general knowledge of how to coordinate people, precisely professionals to help in executing the strategies laid down in an organization. The

position of a CEO requires an open-minded person and one who can analyze a situation and cast a vision that all the departments can work towards achieving. In this respect, Lena ranks as the best candidate for the position of the CEO. The organization OrgEF is at a state where it needs an insightful person with experience in consultancy to make it stand.

CEO's Plan of action for the next five years

Make the customer base wider

Corporations and all types of businesses make profits and thrive in the market because of their customer base. It is essential, therefore, for the CEO to strengthen and widen their customer base to ascertain the profitability of the organization. To do this, it is fundamental to go through their portfolio. To develop a good relationship with the market, it is proper to analyze and know who your customers are. This shall enable one to lay strategies on how to meet their tastes and preference to win their loyalty. It is very difficult to know this as many customers buy but their consistence may be a little difficult to predict. The CEO has therefore to analyze the profit that is generated for every account to determine how best to serve customers and how to get materials for them. The CEO must examine the existing relationships and how to make them better. Establishing a long lasting relationship with the customer would be an indicator to other potential customers that the company is good thus expanding its areas of service (Bratton et al. 2010). Strong and established financial transaction must also be built with customer. Customers who buy regularly help in the continuous stream of profits for the company. Given that OrgEF Company was at its verge of deterioration due to poor marketing and customer relations policy, it would be important to take care of customers to gain their loyalty.

Good Strategies of Marketing Have to be Developed

Marketing is the greatest thing that enables one or a company to gain a competitive advantage in the market. Marketing takes different forms with the primary aim of increasing sales thus the profits of an organization. In this regard, the company has to be advertised and its brands have to be imprinted into people's imagination and memory. Promotion is also another strategy that if well utilized, the company gets acceptance to the community both locally and internationally. Promotion has an effect on people because it evokes a feeling of care and acceptance by the people from the organization (Sánchez & Yurrebaso 2009). For example, sponsoring events and being supportive to the locals creates an imprint in people thus supporting the company. The company has to be advertised within the first five years to gain popularity among the people and its products known to the people.

Making the Culture of the Organization

For an organization to sail smoothly in its performance, it has to have an ethical culture. To this extent, the culture of the organization points out the type of leadership and the kinds of employees in the firm. The leader who is interested in future profitability must therefore be concerned about developing good organizational culture. Continuous improvement of a business with the people in it (employees) is not a thing that takes a day; it takes time and effort from the leader. Developing good organizational culture is the tool that a CEO can use to truly connect to the inner person of people (Sánchez & Yurrebaso 2009). It is through openness that the employees would open up at all times and they would give their best because the working environment provides for an atmosphere of the dignity of people.

The CEO has to ensure that the employees develop a belief that they are not only employees, but that they are teammates. Mere treatment of people as employees restricts them to

work to the alignment of their job description; however, treating and viewing people as teammates inspires creativity, and one would openly share their skills and thus increase the productivity of the organization. Research reveals that everybody requires appreciation; the CEO should therefore endeavor to create a working environment where people are constantly recognized and appreciated for the smallest effort that one has done (Sánchez & Yurrebaso 2009). This would inspire achievement and excellence at work all the time. The CEO should also develop a framework through which people communicate. Through open communication, the leader can get feedback that is important to the running of an organization.

Conclusion

Any organization that has experienced a setback always needs new approaches and methods of handling issues. In the effort to get new approaches, it is necessary that the company should find new employees who are competent enough to run the affairs of the organization. It is also true that the performance of an organization entirely depends on the leadership: when there is poor financial leadership, the organization cannot thrive economically and when the leaders do not put value in employees and the people they serve, people would just reciprocate in the same manner by not attaching any value to the organization and its products. The leadership of an organization that is out to achieve significance has to be people-conscious and it further has to be led by effective leaders who inspire performance and achievements (Sánchez & Yurrebaso 2009).

References

- Bratton, J, Sawchuk, P, Forshaw, C, Callinan, M & Corbett, M 2010, *Work and organizational behavior*, Palgrave Macmillan, Basingstoke.
- Freeman, R 2010, *Strategic management: A stakeholder approach*, Cambridge University Press, Cambridge.
- Mullins, L 2007, *Management and organisational behavior*, Pearson Education, New Jersey.
- Nag, R, Hambrick, D & Chen, M 2007, 'What is strategic management, really? Inductive derivation of a consensus definition of the field', *Strategic Management Journal*, vol. 28, no. 9, pp. 935-955.
- Nerur, S, Rasheed, A & Natarajan, V 2008, 'The intellectual structure of the strategic management field: an author co-citation analysis', *Strategic Management Journal*, vol. 29, no. 3, pp. 319-336.
- Sánchez, J & Yurrebaso, A 2009, 'Group cohesion: Relationships with work team culture', *Psicothema*, vol. 21, no. 1, pp. 97-104.