



ASSIGNMENT GROUP 2
SBSD1043 ORGANIZATIONAL BEHAVIOUR

GROUP MEMBERS INTRODUCTION

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ANSWER 1 :

Luisa wants to introduce an organic organizational structure to improve the company's performance. Organic organizational structure refers to a flexible workplace with a horizontal mode of communication. Employees share their tasks in groups and teams and engage with multiple departments, bosses, and coworkers to complete work successfully using horizontal or flat communication methods. The element of organic organizational structure that she can use in her company is **departmentalization**. Departmentalization refers to how the organizational structure groups the company's functions, offices, and teams. Luisa can assign specific tasks to each person according to their respective departments, so the other employees cannot get involved in others' work. Based on the story, it shows that the employees in the Cool Burst company are considered the Jenkins and Velez as the troublemakers because they always have new creative ideas to change the company. So in this case, Luisa can allow Jenkin and Velez to come up with new creative ideas because they have been given the task of making the company successful but after getting Luisa's consent, the other employees cannot make their own decision to critique others' works based on their perception.

Next, Luisa can adopt **formalization** from the element of organic organizational structure to fix company problems. Formalization is the element that determines the company's procedures, rules, and guidelines as adopted by management. Based on the story, it shows that Jenkin had negative behavior such as arriving late at work and leaving early from work, blaring rock and roll music from his computer that was disturbing others, and having no manners in answering the phone call. From this case, Luisa needs to emphasize formalization among all her employees such as giving punishment to all companies that do not follow the company rule by warning employees who are late or going home at will if their offense does not exceed twice and dismissing employees who have broken the rules more than four times. Every employee also needs to follow the procedure when answering the phone call so the company will not receive bad customer service that will make a bad reputation for the company.

Lastly, Luisa needs to adopt a **decentralization** element to her company. A decentralization system is allowing all levels of management the opportunity to give input on big vision goals and objectives. Based on the story, it shows that their old boss is a "valued tradition" because he said that "That's enough! I'm all for new ideas around here, but these kinds of mind games are a waste of time. Either u're born creative or not, fantasizing about an angel isn't going to do us a bit of good." toward his employees. This shows that their old boss is not open-minded to accepting his employee's opinions or perceptions. So Luisa needs to be decentralized towards her employees by allowing her employees to give various ideas or input to the company. Decision can be made faster, and employees typically perceive that decentralized firms provide them with more procedural fairness. Decentralized companies are more likely to attract job prospects.

According to Kurt Lewin's forced-field analysis there are two driving forces of the change that made by Luisa. The first one is that their company will be up to date by **keeping up with changes in technology and time**. This is necessary to ensure that CoolBursts can compete with other brands, despite the fact that theirs is an older brand in the business. If the organisation can adopt new strategies to sustain their output, it may also help them in terms of sales income.

The second driving force of this change is, that it may allow CoolBursts to **open more locations** around the country. Previously, their product was only available in schools and restaurants, making CoolBursts products difficult to come by in some areas. As a result of Luisa's change, this company will be able to provide their product in any location that is more well-known to the general public.

After that, there are also two restraining forces of the change that Luisa made. The first restraining force is the possibility that CoolBursts employees would reject the change because they are **not prepared to deal** with it. It is because, they are unwilling to learn new skills or technology. As a previous example, the other employees do not agree with Jenkins idea to make a change for CoolBursts. It's possible that this occurs because some individuals are terrified of the unknown and hence are uninterested in learning more about it.

Finally, the last restraining force is that the top management and the employees are **not dare to take risks**. They will believe that the risks they have made would result in company losses and that the company will go bankrupt in the future. For example, the head of CoolBursts did not agree with the notion of opening new channels at Miami International Airport. He avoided the suggestion for a lot of reasons. In reality, he didn't want to take any risks since if they follow the rules for obtaining approval, they would be able to start a business in the airport. Lastly, the greater the risk, the greater the reward.

ANSWER 2 :

There are various improvements Luisa may make to ensure the success of CoolBurst. Luisa has the authority to **change the company's structure**. CoolBurst has to improve its company regulations because the previous CEO and his employees were careless about corporate policy. Regardless of position, all subordinates must adhere to the company's policies. According to the case study, the majority of the employees in the organization do not follow corporate policies such as coming home early before the end of working hours and also don't follow company protocols while dealing with clients. Employee ethics shown to clients will show a company's identity. Tightening company policies can improve employee job quality while also improving company quality. Employees who do not follow company policy must face disciplinary action. The firm can issue a warning or reduce its pay.

The company might also **provide rewards** to employees who perform well at work. This change reflects the company's appreciation for its employees. This move will motivate staff while they are doing their work. To receive the award, the employee will always give their all to the task given. The employee would feel highly valued by the organization as a result of the work results delivered by the employees. An annual bonus is one of the rewards offered to high-performing employees. The company's performance will improve as a result of these improvements, as annual sales will rise. This is because the company's financial management has grown more stable as a result of the improvement in the quality of its products, marketing tactics, and employee performance.

Providing training for their subordinates can also increase the performance of the CoolBurst company. This is because many old employers do not care about their employees. Employees can gain a better understanding of how new technologies are used in the company. Subordinates discover how to use new machines and computer features such as data analysis as a result of this. This will make it easier for employees to manage specified jobs while also saving a lot of time.

Lastly, Luisa can **use marketing strategies more** regularly. This is because marketing strategies can attract more customers to buy our drinks or learn more about them. Through marketing, some customers will be interested in buying CoolBurst products. Social media, television, radios, and billboards can all be used for advertising. This shift is significant

because there are many more well-known brands selling comparable goods. As a result, CoolBurst must fight to achieve competitive advantages by raising annual sales.

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