

Organizations in the Digital Era (83367-01)

Exercise 2

Instructions:

1. The work is submitted individually.
2. Submit a PDF file, font 11, space 1.5, up to 4 pages.
3. Submit only on submission box at course website.
4. The submission will open on December 10th and will be close on the 16th, Monday 00:00.
Any delay in submission or not according to instructions will incur grading deduction.
5. At the top of the submitted file, please write your full name and ID number.

The content of the exercise will include the following:

1. Strategy and vision formulation: Watch TED the lecture in the [attached link](#). (20%)
 - a. What is your organization's vision? What is your organization strategy?
 - b. Draw the "Golden Circle" described in the video of your organization.
2. Analyze one work or service process of your organization: (40%)
 - a. Draw the Conversion Process of the chosen work process. Explain it shortly. Attach your organization's organizational chart – in appendix 1 at the end.
 - b. What are the Conversion Process inputs? and outputs? Give 3 specific and unique examples for the inputs and 1 example for the output, according to the organization you have chosen.
 - c. Critical thinking: Provide 2 specific recommendations to improve and optimize the organization's Conversion Process. Explain why you chose by providing two specific examples.
3. Watch TED talk in the [attached link](#) "Why the secret to success is setting the right goals". (40%)
 - a. In a Table, write 3 specific KPI's for a product, a team, or a department in the organization - according to the "SMART" model. Below the table explain shortly in your words the importance of the chosen KPI's to your organization.
 - b. Present actual/true performance against the planned KPI's which the product/team/department is being measured. Recommend 2 corrective actions.
 - c. Critical thinking: Do you think the organization could have operated better under a different organizational structure? If so, which one and why? Explain.

Good Luck!