**LB5234 – Leading and Managing Organisational Change**

**Assessment 2 – Poster Presentation**

**Nokia** and **Kodak** are great examples of companies that were leaders in their respective markets, only to be nearly wiped out from new innovations and technologies, despite the fact that both companies had developed the basis for these new innovations in-house. They failed to recognise the importance of those innovations and refused to change with the market place. As a result each company’s market share plummeted.

The following articles provide brief summaries on “what went wrong” with both Nokia and Kodak.

<https://www.newyorker.com/business/currency/where-nokia-went-wrong>

<https://www.forbes.com/sites/tendayiviki/2017/01/19/on-the-fifth-anniversary-of-kodaks-bankruptcy-how-can-large-companies-sustain-innovation/#4233d4f16280>

**The Task**

1. Read the articles linked above and chose either Nokia or Kodak as the subject of your poster presentation.
2. Your chosen company has retired the board of directors and your group has been appointed as the new “up and coming” board appointed at the times mentioned in the article.
3. You are to prepare a poster presentation convincing senior management that change is important. This should include;
   * 1. The case for change
     2. Supporting data
     3. Changes required
     4. Implementation plan for change
4. Brief presentation of the poster to the CEO (lecturer).