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Executive summary

In this case study we applied the CEO role management and its effect on planning and addressing necessary changes on the level of people management in the company to apply successful practices that leads to have significant and efficient impact on entire performance of the company. Also we were able to identify and discuss common and possible change barriers which appear and we assured about the importance of early detecting it to avoid change failure. Also, we suggested possible solutions to overcome change barriers from lowering or delaying or failing your change process. By the end we assured that change requires time and focus on key team member to achieve your desired results.

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Introduction:

A people management practice involves motivating your team to work together on planning and making the required changes, addressing for them clear goals and roles.

Good change management processes start with a realistic analysis of your business systems, structures, strategies and leadership approaches to determine the need for change. In order to managing these changes you have to determine process and way of the change, which will help you manage a smooth change process, strengthen your business and retain your team staff, business skills and knowledge.

Part A

Change the people management practices in the company.

Establish an optimal team structure through the following:

-A core team (hub) structure describe the different aspects of network and hierarchical structures. This model is comprised of several customer teams, numerous feature teams, an architecture team, a validation and verification team, and a project management team. Teams take on all possible configurations: co-located, virtual or a combination thereof.

-Address the human side methodically. The significant transformation and job changed creates people issues. New skills and capabilities would be developed, and dealing with employees uncertain and resistant issues on a reactive, morale, and results at risk. A formal approach for managing the plan change which beginning with the senior management team should be adapted as change through the organization. This demands as much data collection, planning, and implementation. The change-management approach should be integrated into program design and decision making, for strategic direction. Also, it should be based on an organization assessment for different issues.

-Self-organization extensions. When the number of teams within the project increases, the organizational structure transitions from a team framework to a project one within which multiple teams operate. Creating a self-organizing team framework include: get the right leaders, communicating the work breakdown and integration strategies, encouraging team interaction and information flow between teams, and framing project decision making. The complexity increases as more teams are formed. Managing the inter team dependencies is critical; teams need to understand their boundaries and their interdependencies.

-Start at the top. Because change is for people at all levels of an organization, the focus will be for the CEO and the senior management team for strength, direction and support. The leaders must embrace the new approaches to challenge and to motivate the rest of the organization. Senior management teams that work well together, they are aligned to the change direction, understand the culture and behaviours of the changes, and are best positioned for success.

-A culture of empowerment and discipline. Behaviors required when working in this structure from the team involve: accept accountability for results of the team, engage with other teams collaboratively, work within the project organization framework, and balance project goals with team goals.

Make the case. Individuals are inherently rational and will ask about the extent change is needed, if the company will be in the right direction, and to commit personally for the change. They will look to the leadership and senior management for answers. The articulation of a formal case and the creation of the vision are invaluable opportunities to create leadership-team alignment.

There are three steps in developing the case: First, confront reality and articulate the need for change. Second, demonstrate faith that the company has future and the leadership to get there. Finally, provide a plan to guide behaviour and decision making. Leaders must customize this message for the team, and describing the pending change that matter to the individuals.

-Create ownership. Leaders of the change programs should over perform during the transformation and create a critical mass among the work force in favour of change. This requires passive agreement that the direction of change is acceptable. It demands ownership by leaders willing to accept responsibility for making change they influence or control. Ownership is created by involving people in identifying problems and finding solutions. It is reinforced by incentives and rewards. These can be through different issues, such as financial compensation, companionship and a sense of shared destiny.

-Assess the cultural landscape. For successful change programs it is important that leaders understand and account for culture and behaviours at each level of the organization. Companies often make the mistake of assessing culture either late or not at all. Thorough cultural assess the organizational readiness to change, identify major problems and conflicts, and define factors that can influence sources of leadership and resistance. These diagnostics identify the core values, behaviours, and perceptions that must be taken for successful change. They serve as the baseline for designing essential change elements, such as the new vision, and building the infrastructure and programs needed to control the change process.

For effective team collaboration, communication, and coordination of complex team structures include the following practices: A standard methodology, Collaborative planning and decision making, and art state of collaboration tools.

-A standard methodology effects on facilitates communication and fosters discipline.

Using a standard methodology for complex project, while encouraging each team to tailor it as needed, goes a way to the eliminating unknown cross team dependencies. However, a word of caution: Do not overly burden a various teams with standards, but do insist on those who are need to provide a realistic view of the overall project and to manage the cross team dependencies. Enforce the standard collaboration procedures, practices, and tools use.

-Collaborative planning and decision making promotes commitment

Involve all your team members in the project planning process and seek feedback from them to improve the team performance. The importance of the face-to-face working sessions during planning meetings, especially for brainstorming, innovating, analyzing the potential solutions, scoping, identifying risks and dependencies, and conducting critical control reviews. When preparing the budget, should include adequate time and budget to bring core team members together for these critical sessions. Be firm about establishing decision points that involve all core project team members at critical junctures.

-State of the collaboration tools art that facilitate consensus

Secure best software tools that enable collaboration and sharing document. There are two general types of collaboration tools: professional service automation, which is designed to optimize service engagements; and enterprise project management tool suites, which are used to manage multiple projects.

Also, provide your team with personal communication and telecommunications tools which help them to feel closely tied and connected. If these tools are an expense for projects in your organizational culture, educate and inform your project sponsor on the criticality of collaboration, the need to manage the cross-project interdependencies, as well as those that will

emerge along the way. Also, experiment with social networks, communities and computer communication has resulted in large user bases and million dollars purchases of the software and their communities by large corporations.

-Impacts on organizational performance:

People managing in organizations is an important process and its effect on the productivity performance of the organization.

The performance of the firm is positively impacted by the presence of change management practices which create a significant contribution on organizational competencies, which lead to a great boost for further innovativeness.

Organizational performance evaluated by different factors such as profitability, customer satisfaction, market share growth, and improved productivity and sales. There are four dimensions for the evaluation performance process which are: the customer dimension, financial dimension employee dimension, and internal process dimension.

Performance in an organization is attributed to the individual and team performance, therefore the need for effective change plan in managing of the human resource people by proper utilization and motivation is essential for Organization.

Job satisfaction is a key indicator of organizational performance as a satisfied employee contributes to the organization productivity and effectiveness of an organization.

Part B

Proposed changes and its effects on organizational performance

Arrange and administrative committee to crisis's management which can include:

a-The Crisis Manager: To be responsible of the manufacturing and technological process and prepare the performance plan for the next stage restructuring process and possible change of the manufacturing company. Also, conduct a study on the productivity of existing equipment (work on the old equipment has greater expenses and effects used power resources, and prepare a plan on the development of new technologies.

b-The HR manager: To be responsible of existing staff and restructuring process, training, new hire process. Also, to conduct a staff evaluation, job descriptions, volume of the production by each individual staff, and senior management team evaluation

-Also regarding the proposed changes is develop incentive program for staff working on a production lines to motivate the potential and competent workers

By defining a clear and explicit strategy plan which is linked to the business strategy. Performing formal planning succession through the workforce and linking employee pay and benefits directly with productivity of the company or to the respective manufacturing plant.

The changes in proposed plan will affect the employees satisfaction by engaging them in the decision making process and trusting their role and productivity skills which gives high outcomes which is linked to the products amount and quality of our company, thus it will increase the sales and the customers pools and customer service satisfaction which resulting in a increase profitability rates for our organization.

Furthermore, when the employee is being aware of the discipline, rewards and promotions which are linked to the developing skills and productivity with a clear description and confidence with his job superior, this will increase in work efficiency outcomes which will lead to high profitability rates of the organization

All these change associated with developing the industry structure by developing the technical process with advanced trainings and hiring qualified and high skilled people for the organization.

Part C

Major barriers to change:

The most common barriers for change include the following:

- 1- Limited understanding to the impacts of the change.
- 2- Negative employee attitudes regarding the proposed change.
- 3- Failure to involve employee in the change process
- 4- Limitation in resources and budget & Lack of skilled and qualified staff
- 5- Resistance to organizational culture shift leading to resignation
- 6- Inefficient management support for the change & Inefficient communication tools
- 8- Lack of commitment and consistency to change process & Unknown current state.
- 9- Previous experience of failed change process initiatives.
- 10-Resignation of key employees who are important in change process maintenance
- 11- Inadequate or insufficient organizational infrastructure.

Understanding the business barriers to change is important process to develop a successful strategy for organizational change process.

How to overcome change barriers:

Overcoming the delay on the change process due to barriers should rely on utilizing the basic change management skills which include the following:

- Assessment the changes and impact which will affect the staff and the organization.
- A structured approach with a detailed change plan that can lead the change
- Effective leadership practice in the organization
- Building strong and qualified team indifferent management levels.
- Develop change process approach that develop through strategic plan.
- Focus on managing resistance and key employees, by clarifying steps and inspiring them about the change plan process
- Communication with the staff to inform them roles and responsibilities, respond to their

inquiries such as promotion opportunities, leave entitlements, business travel opportunities, training and development opportunities, and engage affected employees by the change.

-Regular evaluation of the process to improve your change management practice in future projects

Conclusion:

The change process can take a long time to succeed and resistance is a common factor in many types of change projects. It is important to be realistic and decide regarding the required change according to the plan and organization size. Also, taking a step forward to meet the particular needs of your team members to supporting them through the change process and make you achieve required plan and project.

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