**Case Study 1 Ford Motors**

Chapter 13

**Submitted to:**

Ms. Maria Khan

**Submitted by:**

Hamza Farooq (2016-CS-122)



June, 2020

**Questions**

1. **Which aspects of strategic leadership are mentioned in this story about the Ford CEO?**

Alan Mulally used the following aspects of strategic leadership:

* Re-invigoration of the Ford Company by aviating the digital technology.
* Taking virile moves in order to avoid loss. Improving the cash flow position by taking loan in 2006 when company was on the verge of collapse. Thus, saving the company from bankruptcy and federal government bailout.
* Implementation of the turnaround plan by creating a vision of One Team and making it flexible for evolution.
* Retaining the connection with the outside world by organizing Business Plan meeting weekly. This made the criteria updated in terms of economy, customer needs, technology and competition.
* Keeping an eye on every employee’s contribution and respecting it. This made the pavement towards the right path.

Mulally has imposed Corporate-Level Strategies by conducting mutual discussion around the Team members in order to decide the future of the firm as a Leader. Moreover, the deep need of consumer has also being kept in view in order to restrain the unnecessary transition of the company.

1. **To what extent does Mulally made use of his cognitive skills as a leader?**

Mulally used his cognitive skills in accordance to achieve the milestones as following:

1. Saved the company by taking loan through logical reasoning and backup planned by putting up the company assets as collateral.
2. Made ford number one seller in 2013.This was done after he stabilized the company cash flow by keeping in view the plan and processed the current situation and saved it from bankruptcy.
3. Converted ford *One Ford* by merging the marketing and manufacturing heads to a global scope. There, the workers were made members of one ford and their team was labeled as *One Team.*
4. Evolving the vision of durability by allowing flexibility to the freedom of mobility.
5. Globalizing the scope of motion mechanics to network dynamics thereby erasing the gaps for development of the market demanding products.
6. Expanding the market for vehicles by understanding world trends in this regard and sensing the market trend’s motivation.
7. Mulally gave opportunity to the leaders so that the discuss the economical, customer need, market and dynamical sectors in order to improve business as well as market value.
8. **What takeaway for managing your own career can you squeeze out of the story just presented?**

To me, the key feature to be grasped by the story is that a leader must have a broad vision on every aspect of business as well as on the problem on the way of it. There can be numerous strategies to make a feasible work environment. But, the functionality and implementation of *business plan Review meeting* is an evaluating scale for a business and plays a crucial part in order to keep pace with any of the leadership strategies. This is the feature I would squeeze.