* **Position**

There is this new brand manager that is very confident and has a lot of idea. He has been quite successful in his previous decisions and counsels, but he is overconfident and does not pay much attention to his team and other workers around him. Another manager is upset about the doings of this employee and has asked you to fix the situation. The goal here is to help this brand manager to be aware of his surrounding and not to fall in his communication skills. It would be to give him feedback and improvements so that everyone could be more successful. To remediate this situation, it is proposed that Mary Griffin would be straightforward with York on the reason for their meeting and give him feedbacks to help him even further.

* **Situation Analysis**

In this situation, we have a manager that is frustrated about York’s work and attitude. This manager says: “I don’t care if he is a hotshot; he can’t just come down  
to the production floor and order people around. Who does he think he is?”.

However, it is known that York is a very good employee. As stated: “York was a terrific employee. As an assistant brand manager for Derby Foods’ baked goods products, York had designed and developed some ingenious co-branding opportunities and had been successful in re-energizing the 150-year-old brand.”

It is then very hard to tell him to change anything in his work style while he is so successful. But letting him be and do whatever he wants would also be harmful to the company’s culture. Indeed, he tends to blame others and not promote a culture of sharing and listening. We can simply say that York does not align with the company culture. In addition, people on his team shut down and this will eventually lead to the failure of the team and company.

* **Objectives or Goals**

The goals that we can set to help York being an even greater worker would be to make him a better manager. For this we could help be on:

* Keeping or raising the energy and motivation that he has now.
* Help York to be mindful of his team and help him be aware of his surroundings and fellow employee.
* **Action Plan**

To achieve these goals, we encourage Griffin to be straightforward or blunt and not beat around the bush for the interview. We know that York is planning on sharing ideas and promoting thoughts on how the work could be improved. However, that is not the reason for the meeting.

It would also be very useful to bring the testimony of his employee on how they are feeling. This will open York’s heart allowing him to be more receptive to improvement.

It is essential to give him good and sincere feedback. If well done, feedback will give greater motivation and desire to improve.

* **Evidence**

According to edushare, “Being straightforward promotes authenticity and fosters courage in yourself. Being straightforward is the ability to reflect on your own thoughts and feelings. So, being straightforward allows people to know who you really are due to your honesty and sincerity in your self-expression.” As Griffin is straightforward, she will open up the heart of York and help him improve.

The function of proof is mainly to attest in a rational and logical way to a certain issue that we believe to be true. It is basically the rational justification of a belief. This was written in royal society. By giving the testimony of the different employees, there will be a foundation or clues on which Griffin can hold back up her demand for improvement.

Actiime says that: “Feedback promotes personal and professional growth.

Feedback is about listening actively, taking the time to analyze, and then thinking of the best possible solution to perform better. It provides positive criticism and allows us to see what everyone can change to improve their focus and results.”. It is evident that it is exactly what York needs the most since he isn’t even aware of the negative actions he is doing.

* **Risk Assessment**

Even though these action items are very likely to succeed, in terms of relationships with humans there is always an unknown. We will never know how the other may react. But we could say that York might be offended by the comment Griffin will make and therefore goes into defense mode which will lead to ineffectiveness and contention within the society.

To counter this negative effect, Griffin could motivate him by saying she isn’t diminishing her effort but just that if York wants to move forward in the company, he will need to change his attitude.

Another negative reaction could be that York will not listen to the feedback and will defy the authority. If he does so, it is important to hold your ground and affirm that the company will still be doing very well without him. While saying that, it is also important to say that he is a very good worker and very appreciated by the leaders of the company.

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