

UNIVERSITY OF THE PEOPLE

BUS 4405-01 LEADERSHIP - AY2025-T1

WRITTEN ASSIGNMENT UNIT 3

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Introduction:

As a strategic leader tasked with building the foundational statements for BUMBLEBEE, a new sustainable and ecologically friendly logistics company, I will apply the Appreciative Inquiry process. This strategy, generally used for organizational development, will be customized to write appealing mission, vision, and values statements that connect with our dedication to eco-friendly transportation alternatives. BUMBLEBEE intends to transform the logistics sector by offering zero-emission, last-mile delivery services using electric cars and smart route optimization technology.

Appreciative Inquiry Process for BUMBLEBEE:

Discover:

Upon looking back on the logistics industry's most successful periods, I could see the rapid expansion of e-commerce and the increasing need for efficient, environmentally sensitive delivery services. The COVID-19 pandemic intensified this tendency by implementation of social distancing and staying at home, underscoring the crucial nature of logistics in our interconnected society. Successful organizations in this field have shown agility, technological innovation, and a dedication towards sustainability. These achievements were typically honored by employees, customers, and communities together, promoting a sense of pride and purpose.

Dream:

Envisioning BUMBLEBEE's future, I imagine a company that alters urban logistics through its fleet of electric cars and AI-powered routing technologies. We aim to become the go-to source for all those organizations who are seeking sustainable delivery options, decreasing



carbon emissions while maintaining great and efficient service quality. Our objective is to build a network of green logistical hubs in all major cities globally, powered by renewable energy that can serve as a model for sustainable urban development.

Design:

To accomplish this desire, BUMBLEBEE must:

1. Invest in a fleet of cutting-edge electric delivery trucks
2. Develop unique AI methods for route optimization and energy efficiency
3. Establish agreements with renewable energy providers
4. Create a network of strategically situated urban micro-fulfillment hubs
5. Implement a thorough sustainability training program for all workers
6. Collaborate with local governments to develop urban infrastructure for electric vehicles
7. Develop a customer-facing app that offers real-time tracking and carbon footprint reporting

Deliver:

To implement this concept, BUMBLEBEE will:

1. Secure investment through eco-conscious investors and green bonds
2. Hire elite personnel in electric car technologies, AI, and sustainable logistics
3. Pilot the service in certain urban locations before expanding globally
4. Continuously assess and report on environmental impact and service efficiency
5. Engage in community outreach efforts to promote sustainable transportation
6. Establish an innovation lab to be at the forefront of green logistics technologies
7. Develop a stable supply network of eco-friendly packaging materials



Based on this Appreciative Inquiry approach, I have produced the following statements for

BUMBLEBEE:

Mission Statement:

BUMBLEBEE's objective is to transform urban logistics through sustainable, zero-emission delivery solutions that benefit the environmental and economic well-being of the communities we serve.

Vision Statement:

To be the global leader in green logistics, establishing the norm for sustainable urban delivery and driving a worldwide movement towards eco-friendly transportation solutions.

Values Statement:

1. **Environmental Stewardship:** We prioritize the planet in every decision we make.
2. **Innovation:** We are always seeking new methods to improve our services and lower our ecological imprint.
3. **Community Impact:** We try to positively improve the places and neighborhoods we operate in.
4. **Transparency:** We freely communicate our successes and challenges in reaching sustainable goals.
5. **Collaboration:** We partner with like-minded enterprises to speed the transition to green logistics.
6. **Employee Empowerment:** We encourage a culture of sustainability and innovation among our team members.



Conclusion:

Our business model approach aligns with the concept of the 'triple bottom line' as described by Savitz and Weber (2014), where our main aim is to achieve not only just economic success, but also social and environmental benefits through our sustainable logistics model. By implementing the Appreciative Inquiry process to BUMBLEBEE's strategic planning, we have developed a sturdy basis for our green, sustainable logistics company. Our company's purpose, vision, and values statements reveal our dedication towards environmental stewardship, innovation, and community impact. They have a major role in guiding our decision-making along with inspiring our team as we make our way towards revolutionizing urban logistics. As observed by Cooperrider and Whitney (2005), Appreciative Inquiry basically seeks to identify and enhance the 'life-giving forces' that are present when a given system is performing well and optimally. By concentrating on the positive potential of sustainable logistics, BUMBLEBEE is well-positioned to promote substantial change in the sector and contribute to a more sustainable future for urban settings worldwide.



References:

Cooperrider, D. L., & Whitney, D. (2005). Appreciative inquiry: A positive revolution in change. Berrett-Koehler Publishers.

Savitz, A. W., & Weber, K. (2014). The triple bottom line: How today's best-run companies are achieving economic, social and environmental success - and how you can too. John Wiley & Sons.

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