

ASSIGNMENT - I

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Q1. As the top managers of their company, what types of issues might Bert and John have to deal with? Be as specific as possible. Which management functions might be most important to them ? Why ?

Ans. As people progress through their careers, it's often natural that at some point, the next step is management. And while, of course, this progression can come with rewards – it brings its fair share of difficulties too.

Managers can lead team members to success, and the satisfaction of watching your team grow as people and witnessing their wins is a great professional achievement.

As the top managers of the company Bert and John might face following issues:-

1. Communicating effectively with employees - As a manager, there can often be an element of distance from the rest of the team. This creates one of the biggest challenges for managers – bridging the distance with effective and timely communication skills.
2. Confronting performance problems - Performance problems are always going to be a concern for any manager. But in today's fierce business environment, if your teams aren't performing to a high standard, a competitor could easily come in and take your customer's business.
3. Making the right hiring decisions - So many candidates out there might have the experience and skills that you might be looking for and they're probably perfectly capable to do the job. But this doesn't mean they're a perfect match to join your team.

4. Managing conflicts within your team - In a dream world, your team works well together. They're great collaborators, feel comfortable being creative together and get on socially. Unfortunately, this dream doesn't always come true. And when a conflict arises between two colleagues, it can be felt throughout the team.
5. Being a constant source of motivation - As much as you might want them to be, not every task that you need your employees to complete is going to be an exciting one.
6. The need to bridge the skills gap - The constant need to ensure the workforce is up-to-date on the latest trends, knowledge and skills is a big challenge facing managers today.

There are five basic functions which are planning, organising, staffing, leading and controlling.

Planning and **Organizing** might be most important to John and Bert because as top managers of the company, they must make decisions, set goals and create strategies for achieving them. And also Bert and John have to arrange and organize their activities to achieve the stated goals.

Q2. Using descriptions from the case, describe Bert and John's managerial style. Would this approach work for other organizations? Why or why not?

Ans. Bert and John were managing the company based on their personal and business philosophy of simplicity, humor and humility. Their managerial style is managing people who take action. It can work for other organizations as well. For Bert and John, they set up the motto and enhance the company's culture to let employees feel themselves to be constructive parts of the company.

Yes this approach can work for other organizations because it promotes the company's culture and also it makes the employees feel that they are part of the company.

Q3. What do you think of the company's motto "Do what you like. Like what you do" might affect. How do managers manage? Be specific.

Ans. The Company's motto "Do what you like. Like what you do" might affect which kind of employees the company wants to hire and how they encourage them to work hard and work with consistency. Also shows that kind of atmosphere the top managers will provide to the employees.

From the case it can be seen that the motto is the culture of the company. The motto shows the managers will allow them to work in a way the employees like but will keep a check on them and will ask them to show consistency. And it can help employees to identify the company.

It can be claimed that the motto "Do what you like, Like what you do" works as a catalyst in the positive growth of the company. The motto shows the managers will allow them to work in a way the employees like but will keep a check on them and will ask them to show consistency.

Q4. What managerial challenges might there be in having friends work for your business? How could these challenges be kept inconsequential?

Ans. In the past, management experts have advocated against managers having close personal relationships with their employees. Difficulties often arise when managers are faced with disciplining or firing friends for inappropriate behaviors. Impartiality is another consideration in that close friendships may make other employees feel like management would not distribute rewards equally among all employees. Clear policies and open communication are ways to resolve these problems.

The challenges in having friends work for your business might be hard to manage. Sometimes they don't think you are the boss, they think you are just their friend. But it is easy to deal with, talk to your friends and make sure they know their roles. Let them know here is the business, and there are rules in the company. Everybody should follow the rules, nobody except.

Q5. Would you want to work for a company like this? Why or why not?

Ans. We will probably find that some students like the personal relationships and positive attitude of Bert and John while other students are put off by what they consider a lack of professionalism.

To answer that, would I work for a company like Life is Good? I would say Yes. Foremost of the reason would be that the company promotes and maintains a stress free environment for all employees. This good management style encourages the employees to learn new things and improve their performance and thus leading to a positive productivity note.

Q6. In what ways would the Life is good managers (corporate and retail store) have to deal with the challenges of customer service, innovation, and sustainability? Be specific in your description.

Ans. Keeping the product line and motto 'Life is Good' fresh and current will be a difficult challenge. As competitors arise and products become oversaturated in the market, a major job for management will be coming up with new concept lines that are innovative but do not stray too far from the company's core concept. Questions will also arise on the area of growth. Currently they are a value added company, as they continue to grow, they may look to buy other clothing/novelty retailers or develop into other markets i.e. outdoor equipment.

Innovation is a critical factor in the growth of a company, and it means doing things differently, exploring new territory and taking risks. Innovation can be the application of new ideas to the products, processes, or other aspects of the activities of a company that lead to increased "value."

Sustainability is the ability to maintain a certain status or process in existing systems. For a company like Life is Good it becomes important because all the goals they pursue, and all the actions taken today will affect it in the future.

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