**INTEGRATED CASE STUDY**

**Summary**

The part on strategic issues discusses how Brexit has presented a great barrier before the charitable organisation Samaritans who are always taking initiatives to help mentally ill people. The discussion mentioned each and every key point of the Brexit movement that created issues for the specified organisation. Some problems and challenges and their solutions are also mentioned in this integrated case study in a proper manner. A proper approach for the implementation of a perfect plan and the recommendations for the betterment of the same is also recorded in the mentioned case study.

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# Introduction

An integrated case study is a blend of various aspects related to the process of determining the abilities of a student or a researcher. This type of casestudy is related to the process of providing a clear assessment of the professional capabilities, as well as the professional competence of an individual, specifically a student or a researcher. This integrated case study is going to encircle the various operational prospects related to a charity organisation in the United Kingdom, named Samaritans. It will address the various strategic issues, operational and otjer challenges, their solutions and many others. Apart from this, there will be an account of the process of implementation of a proper plan driven by proper strategies in the operation of the same. After addressing all the mentioned points in the integrated case study, the this will end with suitable conclusion. There will also be a few recommendations, which are supposed to be helpful in the context of developing the operations of Samaritans in an effective manner.

# Strategic issues

## Issue 1: Brexit

The term ‘Brexit’ generally refers to the exit of Britain from the European Union (EU). The specific event that affected the economy of Britain. The event that has taken place during the tenure of Boris Johnson's prime ministership. Brexit created cerian problems or issues that were really a great barrier for business organisations to conduct their business activities in an effective way. In the present context, the charitable organisation Samaritans have been taken into consideration for the discussion of strategic issues due to the impact of Brexit. The organisation basically deals with people to prevent them from their suicidal tendency. It is basically an organisation that is very much associated with mental health services. As per the data of theguardian.com (2019), it has been found that the impact of Brexit has very much complicated the life of patients who are suffering from mental health issues in the past two years. In the UK, It is considered according to the data of the YouGov survey approx 44% of people responded that the event of Brexit worsens the lives of the people who are suffering from the specific problem. It is also very depressing that the nationals who are living in the UK feel suicidal for the uncertainty about their future due to the effect of this deal. Although NHS implements several policies in order to improve the healthcare technique, lack of proper financial support, accommodation and the affected local services as a whole create a great barrier before the health support initiatives. A great problem has occurred in the relationship between mental health and politics. There are several specific reasons that create that kind of suicidal tendency among them the most important is insecurity and which can happen only when an individual is passing through hardships and he does not get any kind of proper help that will help him get out of this problem. In order to keep them safe government should play a very important role however the deal of Brexit without giving any particular assistance to them rather complicated their life to a certain extent and they are more tortured than their previous living conditions. It should always be remembered that the well-being of the people: their jobs, homes, family, income and the other necessary things everything is under the control of the government ruled by the politician. This is one of the specific reasons for being poor and rich in a country that depends on the economy of a country and the Brexit movement created havoc in the field of the economy (hbr.org, 2021). It is clearly evident that the economical shocks due to the Brexit deal are proven very dangerous in the field of mental health services. Samaritans as a mental health service organisation are also affected by this specific issue and that has also put back the charitable organisation in order to implement their strategy in an effective way for serving the people suffering from mental illness in the UK as well as to a great extent some other specific regions.

## Issue 2: Diversity

Diversity is considered to be one of the major influential aspects related to the various operations of a certain social or business organisation. It is supposed to have a major impact on the process of maintaining a creative environment, as well as influencing the process of making an effective decision. A diverse workplace is supposed to be able to provide proper rights and opportunities to all the concerned people included in it. There remains no bias of gender, no relevance of ethnicity of the people in the organisation, no relevanece of the religious believes and many others. In easy words, the mentioned type of a diverse workplace is supposed to have the ability of putting value to the differnmet skills and abilities of each of the members of the concerned workplace (peepshr.co.uk, 2023). The mentioned charity organmisation is also evident in the process of maintaining a diverse culture in the operations of the same. They are also evident in the process of maintaining a strategic approach, which is driven by the ideas of Equity, Diversity and Inclusion. This type of approach of Samaritans can be able to value the experiences of various people. It will also allow the volunteers and other staff in the process of representing the various regions of the concerned society in an effective and professional manner. They will also take effective initiatives in the context of maintaining a certain strategic approach for becomig accessible to the various levels of society. The authorities of Samaritans will also take effective measures in the context of advocating, as well as supporting, the various needs of the concerned individual, who is a part of the concerned society in an effective way (samaritans.org, 2023). Although there are some positivities related to the diverse culture and approaches of a workplace, there can be some negativities in the same. There can be a problem regarding the process of hiring new talents. There can also be a problem regarding the process of operating in various regions with various cultures and people. The changing dynamic aspects related to the operations of the mentioned workplace can even be affected due to the presence of a variety in the orgnaisation management process. Due to increasing demographics related to the population, there can be an aspect related to the problems of the same. The presence of diversity in a workplace can even be able to make a huge negative influence, or in other words cause problems, in the process of adopting and adapting to the new strategic approaches and implementation of advanced technologies for the betterment of the develpment of the concerned organisation or agency (Cletus *et al.,* 2018).

These mentioned aspects related to the prospects of diversity can be counted as a few major points related to the issues of the same. These can be counted as a few of the various problems related to the various operational prospects of the mentioned charity organisation, Samaritans, as well. These can make a huge impact on the prospects of putting value on the diverse experiences and points of view of the concerned members of Samaritans in an effective manner.

# Challenges

## Challenge 1: Business growth

Trust in the process of making a business or an effective apptroach for a charitable organisation is supposed to be a key aspect. It has a major impact on the betternent of the growth of the business of the concerned organisation. Some issues regarding the bond of trust between the provider and the customer has emerged recently in the context of growing a certain business of a concerned organisation. This can be counted as a major point of risk for the betterment of the business of the concerned organisation, especially in the case of the business and other operations of Samaritans. More on this, there can be a problem regarding the process of maintaining a proper and transparent record of the financial transactions related to the better flow of the business of the concerned organisation. In the case of maintaining a sustainable chain of operations of the mentioned charity organisation, Samaritans, there can be a mention of this problem, which can be appropriately noted as a challenge towards the work function and the operations of the same. This may make a massive negative impact on the prospects related to the productivity of the mentioned charity organisation in the United Kingdom. It can also affect the process of Samaritans in achieving the goals of the operations of the same (Kalogiannidis, 2021).

On the other hand, there can be a mention of another prospects related to the challenge of the growth of the business. This prospect is related to the improper implementation of the various aspects of effective communication in the workplace. Effective communication can be counted as one of the major identifiers of the betterment of the business and other operations related to the concerned organistion. In this prospect, thete can be some modern methods applied to the same. There can be a problem related to the process of implementation of the modes of communication, as it may not be affordable for every member of the team. More on this, due to the diverse culture of the mentioned workplace, there can be a problem related to the languages of the members of the operative team of the Samaritans. One’s language may probably be unfamiliar to the the other members of the team. For them, it may appear to be having no meaning. This type of approach may destroy the appropriate thread of effective communication within the mentioned workplace of Samaritans. This may disrupt the chain of effective communication with the other members of the team as well. This can even lead to a disruption in effective listening in the workplace, which may affect the proper coordinastion among the members of the task management group (Guffey and Loewy, 2022).

These mentioned aspects related to the behaviours and trust can be counted as a few of the major problems or challenges in the process of maintaining a sustainable growth in the business and other operational aspects of the concerned agency or organisation. The mentioned charity organisation, Samaritans, has also faced the same problems or barriers in the flow of the work of the same. It can be stated that this can make a huge impact on the work function and the flow of the operation of the same in an effective manner.

## Challenge 2: Gender pay gap

A gap in the process of paying the employees and other members on the basis of their gender is considered to be one of the major problems in the operations of a specified organisation. It also effectively identifies the various prospects related to the inequality between the employees and other concerned members of the concerned company, agency or any other type of social organisation. There has been some anti-dsicrimination policies applied in the mentioned context, although they have turned out to be inmeffective in some cases. More on this, some legislations related to the process of initiating and ensuring equal pay have also turned out to be ineffective in the mentioned context to some extent. This type of discrimination can be identified as one of the major influential aspects related to the life cycle of a certain individual, who is a part of the concerned organisation or agency (ilo.org, 2023). As the mentioned problems related to the gap in payment on the basis of gender persists in the present time, there can be a mention of an estimate of the World Economic Forum. As per the estimation, it is going to take around 202 years to decrease, or in other words, abolish, the pay gap based on the bias of gender in a global aspect, if the trend of the past 12 years is followed minutely (Polachek, 2019). A pay gap based on the bias of gender is supposed to have a long lasting effect on the financial aspects of an indivvidual. In other words, it can be very approipriately stated that this type of gap in payment of wages can have a deep effect on especially the prospects of poverty of women. On the other hand, there is a prospects related to the process of maintaining a scale of salary in other workplaces. Various employers set the wages of the women employees on the basis of their history of getting their wages, which is based on the bias of gender. As per the norms of social security and other prospects related to the norms of the society, women are getting payed lesser than men get paid, in some cases. They even get paid leser than a man after their retirement from pension and other sources of financial income. This can also be counted as one of the major prospects related to the challenges of the functions of the productivity and other operational aspects of the concerned organisations (Miller and Vagins, 2018).

These mentioned points related to the prospects of having a gap in payment of wages on the basis of gender in a certain workplace can be considered to be a few of the prevailing challenges. These challenges can make a massive, as well as an effective impact on the various prospects related to the operations of the mentioned charity organisation named Samaritans in an effective manner. More on this, it can be stated that the mentioned organisation has faced this mentioned type of barrier on the flow of its operational aspects. This can be proven to be capable enough to state that it is a major problem for establishing a sustainable chain of operations of the same in an effective manner.

# Solutions

Finding a particular approach for a solution is the most important key in the field of business to overcome the issues that create a barrier in the strategic implementation of a plan. In the present context, two strategic issues have been marked: Brexit and diversity. In order to improve the strategic issue related to Brexit in the present context, some initiatives related to financial development must be taken into consideration by the UK government and also the Samaritans have to adopt another approach that will be able to help the people over the specific impact of Brexit in the field of mental health service. Free online events, virtual conferences and in-person conferences are the specific methods that can be taken into consideration for solving these kinds of strategic issues (kingsfund.org.uk, 2020).

In the prospects of solving the problems related to the mentioned problems, the authorities may take effective measures in a dexterous manner. In the process of mitigating the problems occurred due to the prospects of diversity in the workplace, the authorities may take effective initiatives. In this process the authorities may work on the process of making a team, which will efficiently manage the various tasks in the concerned workplace. This can be helpful in maintaining the flow of the work function in an effective manner. Apart from this, the authorities can form a board of people with various orientations. This board will take the responsibility of taking effective decisions. These decisions are expected to be helpful in the context of mitigating the problems related to a workplace with diverse employees and other concerned people.

In the case of mitigating the problems caused by the challenges related to the flow as well as the growth of the business, the authorities may take effective measures related to this. In this case, there has been a problem due to the emergence of trust issues. The authorities of the operations of the mentioned charity organisation in the United Kingdom, Samaritans, can take effective measures in this. They can work on the process of gaining the trust of their clients in an effective manner. Apart from this, the authorities can take effective measures to organise a workshop for the members of Samaritans. This workshop is expected to enhance the communication skills among the concerned employees and other members of Samaritans. More in this case, the authorities may take effective initiatives in the process of taking note of every financial transaction and the transaction of other relevant data and sources in a clear and transparent manner. This can also be proven to be helpful in the process of maintaining sustainability in the growth of the operations and business of Samaritans.

In the case of mitigating the problems related to the pay gap on the basis of gender, the authorities are supposed to mitigate this as fast as possible. They can take effective measures in the context of maintaining a sustainable structure of promotion, appraisal and even the structure of wages for every concerned employees of Samaritans. The authorities can take effective initiatives in the context of maintaining a decorum and environment in the workplace, which will be free from any type of discrimination. This can be counted as a solution for the problems and challenges in the flow of the operations of the mentioned charity organisation in the United Kingdom, named Samaritans.

# Implementation of plan

Implementation of a certain plan or a set of plans is considered to be a major key to the success of the various operations of the concerned oganisation in an appropriate manner. In the case of the development of various operational aspects of Samaritans, the authorities can take effective measures for the implementation of a perfect and appropriate plan.

Firstly, the authorities of Samaritans can take effective measures in the context of maintaining financial aspects in a better manner. The authorities can take an initiative related to the internationalisation of the operations and other prospects of Samaritans. This can be helpful in the prospect of maintaining a clear record of the capitals. This can also be helpful in the process of taking a clear note of the flow of the liquid cash in the operations of Samaritans. This type of approach can be helpful in the process of maintaining a trade of financial facilities, managing the risks of almost every type of operations and many others. It can also be proven to be helpful in the process of improving the mobility of the relevant resources (Mosteanu and Faccia, 2020). In this process the authorities are supposed to apply some advanced technologies for the betterment of the same. This can also be referred as treasury management. Technological advancement and the implementation of the same can be helpful to make a clear record of the various prospects related to the process of maintaining the flow of the cash and other monetary resources in a proper manner (Zietlow, 2018).

Apart from this, the authorities can take effective measures in the context of managing diversity in an appropriate manner. A workplace should be free from all types of diversities in an appropriate manner. In this context, the authorities of the concerned organisation are supposed to maintain a proper strategy for the reducing the aspects related to gender bias and other types of bias in the same. They should apply some policies regarding the maintenance of diversity in the mentioned workplace of Samaritans in the entire United Kingdom, as well as in the entire world (Das, 2019).

More on this, the authorities of the operations of Samaritans can take effective measures in the process of invoking effective communication in the workplace in a proper and professional manner. In any type of project or any type of operation, effective communication plays an important role. The concerned people in the team or in the whole workplace can be able to get the benefits related to teamwork and enhance the leadership quality. This can even be helpful in the context of maintaining proper coordination with each other in an effective manner. More on this, it can help in the process of invoking effective collaboration within the workplace end even outside the workplace in an effective manner. It has the utmost ability to mitigate any type of misunderstanding at any point of work, delay in any type of operation of the same and many others (Lee and Kim, 2018).

These mentioned approaches can be implemented in the process of maintaining a sustainable approach in the context of the various types of operations related to the works of a charity organisation in the United Kingdom, Samaritans.

# Conclusion

This integrated case study has recorded the various aspects related to the operations of a charity organisation present and active in the United Kingdom, having the name of Samaritans. This case study has included the various prospects related to the strategic issues of the operations of Samaritans. It has also mentioned the potential challenges in the context of maintaining a clear view of the operations of the Samaritan in the United Kingdom, as well as in the various regions of the entire world. This integrated case study has very appropriately included the various solutions in accordance to the mentioned challenges and problems of the operations of the mentioned charity organisation. Apart from that, this case study has included the various aspects related to the process of implementation of a proper plan and strategic approach in the context of mitigating the mentioned problems and challenges in a proper, effective and dexterous manner.

**Recommendation**

In the process of managing as well as maintaining the various types of strategic approaches to mitigate the mentioned problems and challenges, there can be a mention of various types of recommendations. In this context, the authorities may take control on, as well as take effective initiatives in the context of maintaining proper approach for managing financial aspects of Samaritans. They can take help from renowned and experienced people of the mentioned charity organisation for maintaining the financial prospects of the operations of the same. This can be proven to be helpful in the process of maintaining the flow of liquid cash in an effective manner. On top of that, the authorities must take effective measures in the process of maintaining various prospects related to the implementation of effective communication in the various operations of the mentioned charity organisation in the United Kingdom, namely Samaritans. The authorities should explain the effectiveness and the advantages of effective communication in and out of the mentioned workplace to the employees and other concerned people of Samaritans in an effective manner. This type of approach from the side of the authorities can be proven to be helpful for the betterment of the various operational aspects of Samaritans.

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