ORGANIZATIONAL COMMUNICATIONS  
(module four discussions)  
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The analysis of the case study of Southwest made me realize that I would definitely be happy in such an environment. This is because the organization provides freedom for employees to develop teams and social networks under which they are allowed to work for organizational goal fulfilment and also to fulfil their personal goals. They were given freedom to make work fun so that employees can be satisfied with their jobs (Xu et al., 2020). This factor directly impacts employee perceptions and makes them more committed to their work which results in better organizational performance.

However, I think there should be proper structure and chain of command so that employees can have necessary assistance from higher levels in their learning and development activities. This is because I am of the view that context matters in every organization as explained in chapter 9. The context of the company sets the need and type of structure required for team management. In South-west Airlines, this was a for profit organization and having smaller teams at different areas there should be proper structure to communicate the training needs of employees and fulfil those needs. It is also necessary to create a sense of responsibility and accountability among the teams.

Further, I am impressed by the idea of employees coming first and I think it should be the same at all workplaces. Employees are important internal stakeholders of a business because their individual performance results in overall organizational performance. Thus, it is necessary to ensure that the employees feel satisfied at their workplace where the organization should act as carer of employees first. With good care of employees, employees will in turn take good care of customers which enhance organizational reputation.

 I can apply the research on this case study to assess the management of teams and to create a team culture within the workplace. The information of case study can be used to develop traits of commitment and hard work among employees where they are given necessary freedom to make work fun and at the same time deliver high quality.  I can use information related to team development to create a collaborative work culture where each employee shows cohesion and loyalty towards the workplace and is motivated to work for its progress (Ogbonnaya et al., 2018). The analysis of South-west clearly highlighted that they took all steps to make work a fun activity and at same time directed them to work hard. I would use this information to create a fun and hardworking team that works towards organizational progress.

**References**

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