HRM 601 Organizational Behavior

Summer 2022

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Exam 2

An article in the April 5, 2018, Financial Times titled “Who will lead the car industry in a time of big change?” asks the question: Who will lead the world’s carmakers as they face intense change that requires new business models and adopting new technologies while at the same time (at least for a time) keep the old businesses running? Leaders will face the challenge of guiding large, usually not nimble businesses through needed changes in a competitive industry. In addition as the nature of car making changes (electric cars, other alternative fuels), leaders face the challenge of integrating an increasing number of information systems technologists with the engineers that have dominated the professional workforce until now. Two different professional cultures that need to be integrated.

Assume that you have been appointed CEO of Ford. Operate as a transformational leader and develop a new vision for Ford that defines its future and contributes to the integration of the mixed professional work force.

Specifically:

1. Write a vision statement and explain why it is transformational. The vision statement should be human and written in a human voice. **Important note:** A wordsmithed PR type of vision statement that is full of jargon and stilted language will result in very low grade. Phrases like “best of breed,” “world-class organization,” and “company of choice” are a sure sign that you are on the wrong path and need to rethink.

2. Explain how the vision that you have developed can be used to advance innovation and integrate the engineers and the information technology professionals (i.e. encourage, facilitate collaboration, working in teams)