**Part 1- Case Study Analysis (2250words)**

**Background to the Change Process**

In this assignment, XYZ, a large retail company was chosen as the case study organization. For over 20 years, XYZ has been in business operating in US, Europe and UK. Over the past decade, XYZ has experienced a significant growth thus becoming one of the leading players in the retail industry (Kotler & Keller, 2012). Nevertheless, XYZ has faced increasing competition in the recent years from other retailers in the market. To add on, XYZ has also faced the challenge of adapting to the changing needs and expectations of the customers. As a result of all these changes, XYZ has had to make changes to the way it’s operating so that it remain competitive in the market.

In the recent years, the most significant change which XYZ Company has performed is shifting more towards an approach of customer-focused. This approach included introducing customer-centric as a strategy. This strategy has made the XYZ Company have more focus on understanding what the customer expects and their needs as well (Lam, 2018). With such understanding, XYZ Company is able to make changes where necessary to the way it operated in order to ensure they meet the needs of the customers at its best. Customer-focused approach also included introducing new products and services to the customer, and also initiating changes on XYZ operations. This ensures that the customer needs are met.

For XYZ Company to perform customer-centric strategy, XYZ has had to make a number of changes to the way its operations are carried out (Zemke & Kramlinger, 2004). The changes implemented by XYZ includes the establishment of new systems and processes in the company. Also, the changing the way employees in the company are rewarded and managed by the management. XYZ Company. XYZ has also had to make changes to its advertising strategies and the way it carries out marketing of its products to the customer. This will ensure that they reach out their customers easily and inform them of what the company is currently offering.

XYZ has had also to make changes to the structure of its organization as a whole. This is meant to better smoothen the customer-centric approach performed by the company (Kamakura & Russell, 2010). Making changes to the structure of the organization included introduction of a new customer-focused team responsible for understanding the expectations and needs from the customers directly and ensuring that XYZ meets the customer needs (Kamakura & Russell, 2010). The customer team made consists of a number of different departments, which includes the marketing, product development department and customer service department.

Generally, XYZ changes performed in the recent years have had a significant impact on the company operations. XYZ has had to make number of changes as explained above to the way its operating in order to better meet the needs and expectations of the customers and ensure that XYZ as a leading company remains competitive. For these changes to be successful, XYZ has had to make sure that all employees are on board with changes and that they better understand the importance of customer-centric approach.

**Review on Organization’s approach to the management of Change Process**

The XYZ’s approach presented to the change management process has been greatly successful. This is confirmed whereby the changes performed have had a significant impact on the XYZ company operations (Boynton & Boynton, 2014). XYZ Company has taken a structured approach to the management of change process. This approach has seen a number of dissimilar roles and techniques used so that the changes implemented by XYZ Company become successful.

With regard to the roles of agent of the change, XYZ has realized a number of dissimilar roles within its organization for the purpose of making it possible to the change process (Kotter, 2007). For instance, change leader is responsible for driving forward the process of change. The change leader is also responsible for ensuring the all the organization members are on board with the changes being made. This is the most paramount role (Kotter, 2007). The change leader is also in charge of coming up with the aims of the process of change. With these aims at hand the change leader should convey these objective to the rest of the organization (Kotter, 2007). Most importantly, the change leader should ensure that the organization members understood the importance of the changes being implemented in the company.

The XYZ Company has also realized various techniques of change management so as to ensure that the changes are effective and successful. The use of communication as one of the techniques is the most significant. The XYZ organization has created a number of different ways of communication so as to make ensure that all the organization members on board are aware of the changes under implementation and that the organization members on board have understood the significant of these changes to the organization. Some of the ways includes the use of emails, regular meetings, newsletter and many more with a view to make sure that all organization members on board are kept informed of the progress of the changes being undertaken in the XYZ Company (Schein, 2010).

The use of change management plan is another technique implemented by XYZ to implement the change management processes (Schein, 2010). The change management plan highlights the objectives of the change process, all the duties which are supposed to be completed and the timeline for completing these duties (Schein, 2010). This facilitates the XYZ organization to make sure that all the organization members on board are made aware of what is supposed to be done and when these duties are supposed to be completed. When this is achieved, it ensures that the change process is successful and effective since all the organization members on board are aware of the changes being carried out and the timeline of completion of each duty.

With regard to models of leadership, XYZ has the approach of transformational leadership. The approach of transformational leadership is based on the idea that leaders should be in a position to inspire and motivate their teams/ team members so as to develop a positive change within the organization (Kotter, 2007). XYZ Company adopted the approach of transformational leadership which has seen the focus of the company on developing a shared a vision for the organization and thus encouraging the all the organization members on board to implement their roles towards the XYZ Company shared vision. Also, the XYZ Company has implemented several different initiatives. These initiatives includes recognition of programmers and reward. This is meant to make sure that all the organization members on board feel motivated and valued to work towards the XYZ Company shared vision.

Generally, the approach of XYZ Company to the management in charge of change process has been felt largely due to its success. XYZ Company has taken a systematic and structured approach to change management. To achieve that, XYZ Company has used various kinds of techniques and models of leadership so as to make sure that the changes are successful. In addition, XYZ Company has ensured that all the organization members on board are aware of the changes being applied to the XYZ organization and that these organization members fully understand the importance of these changes. This has enabled the XYZ organization to implement the changes successfully and made it sure that the changes are successful and effective.

**Justified Recommendations**

It is quite clear that the implementation of the changes made by XYZ Company has been largely successful. This can be proved by looking into the analysis of the approach taken by XYZ Company to the management of the change process. The XYZ Company has adopted an approach that is structured to the management of change and that XYZ Company managed to make sure that the changes are successful by using the leadership models and a number of different techniques. Nevertheless, from the change process, there are various lessons that can be learned. This lessons when learned can be used to make sure that the changes are enabled more effectively in the future.

First of all, from the change process, one can learn that communication is of paramount. The XYZ organization has implemented various different techniques of conveying information among members so as to make sure that all the organization members on board are aware of the changes being developed and that most importantly these organization members on board understands the significant of those changes to XYZ Company. Some of the techniques includes the use of emails, regular meetings and newsletters so as to make sure that all the organization members on board are kept informed of the progress of the changes under implementation. In order for these changes to be effectively performed in the future, XYZ Company should note that communication should be maintained throughout the process of change implementation as this keeps the organization members on board updated on the progress of the change implementation and as well understand there significant to the XYZ Company.

Secondly, from the change process, one can learn the significant of having a clear plan. The XYZ organization has accomplished various different techniques of change management so as to make sure that the changes are successful. This included the use of techniques of change management plan which highlights the aims of the change process, the tasks which are supposed to be completed and the timeline for completion of each task. With this information, it ensures that all the organization members on board are aware of what should be done and when these tasks needs to be completed. So as to implement these changes effectively, it is crucial that XYZ Company should come up with a clear plan. The role of the clear plan is to highlight the change process objectives and suggest the timelines for completing the tasks outlined in the plan.

The third lesson that can be learned from the change process is the importance of having the right leadership. The organization has adopted a transformational leadership approach, which has seen the company focus on developing a shared vision for the organization, and encouraging all members of the organization to work towards this shared vision. In order for changes to be effectively implemented in the future, it is important that the right leadership is in place, in order to ensure that all members of the organization are motivated and inspired to work towards the shared vision.

In general, there are a number of lessons that can be learned from XYZ’s approach to the management of the change process. The most important of these is the importance of communication, having a clear plan, and having the right leadership. In order for changes to be effectively implemented in the future, it is important that these lessons are taken on board, in order to ensure that the changes are successful.

The XYZ Company has experienced significant changes in its operations over the past few years. This has been mainly due to the need to remain competitive in the ever-changing retail industry. The company has adopted a customer-centric approach, which has seen a number of changes made to the way it operates, including introducing new products and services, changing its structure and improving its advertising strategies. In order to ensure that these changes have been successful, the company has implemented a structured approach to the management of the change process, including introducing various roles and techniques.

The analysis of the approach taken by XYZ Company to the management of the change process has revealed a number of lessons which can be learned. These include the importance of communication, having a clear plan, and having the right leadership. In order for changes to be effectively implemented in the future, it is important that these lessons are taken on board, in order to ensure that the changes are successful.

In conclusion, the XYZ Company has experienced significant changes to its operations, in order to remain competitive in the market. The changes have been largely successful, due to the structured approach taken by the company to the management of the change process. It is important that the lessons learned from this process are taken on board, in order to ensure that changes are implemented effectively in the future.

**Part 2 - Case Study Analysis (750words)**

**Reflection**

For the past four years, I have been in leadership role and I have had a number of different roles within the same organization. For the purpose of being successful in my role as a leader, I have had to develop many different skills. One of the most significant skills I have had to develop is my ability to motivate and lead people. Since I have been successfully able to manage a number of projects in the organization and lead teams to successful outcomes, I believe that I have been successful in this area.

My ability to be flexible and open to new ideas and approaches from colleagues is one of my strengths as a leader. Whenever there are new situations in the organization, I have the ability to adapt quickly. This confirms that I am comfortable with change when made in an organization. In addition, I have developed good communication skills. These good communication skills have allowed me to communicate effectively with my team members in an organization and ensure that everyone understand each other and be on the same page.

Nevertheless, I also do recognize that there are areas that I need to improve so as to become a more effective leader. My ability to assign tasks and responsibilities is one of the areas I need to focus on so as to become a more effective leader. Many times, I am persuaded to take to take on too much work myself and this can lead to burnout. Secondly, I also need to work on my ability to provide constructive feedback to my team members in an organization so as to make sure that the team members are performing to the best of their abilities.

I do believe that I need to focus on building my emotional intelligence for the purpose of becoming a more effective leader. Emotional intelligence is the ability to understand and manage emotions in a positive way and is essential for successful leadership. My research has shown that emotional intelligence is linked to better communication and collaboration, improved decision-making and increased team performance (Goleman, 1998).

I also need to focus on developing my conflict resolution skills. Conflict is an inevitable part of any team, and it is the leader’s responsibility to handle it in a constructive and effective way. My research has shown that successful leaders are able to identify potential conflicts and resolve them quickly in order to prevent them from escalating (Khan, 2018).

Generally, I need to focus on developing my understanding of different leadership styles and how to effectively use them in different situations. My research has shown that successful leaders are able to adapt their leadership style to different situations and adjust their approach in order to get the best results (Robbins & Judge, 2019).

**Recommendation**

In order to continue developing my leadership skills, I plan to focus on the areas that I have identified as needing improvement. I plan to focus on building my emotional intelligence by enrolling in an online course and reading books on the topic. I also plan to attend workshops and seminars on conflict resolution, as this will help me to develop strategies for dealing with conflicts in an effective and constructive way.

In addition to this, I plan to continue to research different leadership styles and how to adapt them for different situations. I plan to read books and articles on the topic and attend workshops and seminars to further my understanding. I also plan to observe other leaders in different organizations and learn from their experiences.

Lastly, I plan to engage in regular self-reflection in order to assess my progress and identify areas that need further improvement. I plan to reflect on my strengths and weaknesses as a leader and identify areas for further development. I also plan to seek feedback from my team members and colleagues in order to gain a better understanding of how I am perceived as a leader.

In conclusion, I believe that by focusing on developing my leadership skills, I will be able to become a more effective leader. I plan to focus on building my emotional intelligence, developing my conflict resolution skills and understanding different leadership styles. By engaging in regular self-reflection and seeking feedback from my team and colleagues, I will be able to assess my progress and make sure that I am on track to becoming a successful leader.

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