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BTS830

Professor Bill Letterio

Delivering Business Value with IT at Hefty Hardware

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| Problems | Impact |
| 1. The business Operation team has difficulty explaining ideas to IT Team | The IT personnel have difficulty explaining their ideas in non-technical terms, which is hard for those with limited knowledge in technology to understand the concept. Cheryl and Glen are crazy about IT, but acknowledge IT teams ‘s contribution to the company |
| 1. Overloaded work load with projects and unable to prioritize work. | Some potential communication issues between IT and Business Operation teams. IT teams face overloaded priorities and unable to execute. This could be an issue for Business operations if IT does not prioritize well and develop unnecessary projects. |
| 1. IT’s decision to send a new intern to site-visit. | Sending a new intern to site-visit is not suggested as the intern will not know what was done to the site, analyze and evaluate, which aspect needs to be improved, decision-making, and voice power. |
| 1. Business Operation rejects the mobile technology idea from the IT team. | IT team couldn’t propose their idea in non-technical terms for Business Operation personnel to understand. The denied proposal has resulted in a step backward for the company. Business Operation personnel is unable to recognize the importance of mobile technology. IT Team needs to explain it clearly and have them considered it before rejection |

1. **Craft a business impact summary**

* Inter-department communication affects organizational communication in a company. This leads to tremendous loss compared to other competitors in the future.
* Negative impact from communication can occur when a department is unable to identify prioritized tasks aligned with the company’s values, can waste the company’s resources and delays.
* Young IT interns could not predict the mis-opportunity to address their opinion and most likely will not receive new information afterwards.
* Listening and knowledge-comprehension are key skills in organizational communication as each contains their own complex knowledge. Failure to understand them could cause the company to commit wrongful decisions.

1. **Offer two independent (but complementary) recommendations**
2. **First Recommendation:**Avoid unnecessary misunderstanding by using comprehensive vocabulary and allow information to generate understanding of the work among the organization.
3. **Second Recommendation:** Department staff are encouraged to learn knowledge about technology while IT personnel to study business knowledge. Staff can understand about the field outside of their expertise so that they can support each other at work.