

Twitter



# The Company Democracy Model

Presented by [Group 6](#)





## Group 6

---

### Team Members

220215075	IQBAL, MYER ALI
210719211	LIN, CHUNG-WEN
220850636	MANGAL, RIYA
220816160	QAZI, UMAMAH
220970026	RAHMAN, ABDUL
220316567	SRIVASTAVA, SNEHAL



# Table of contents



## Organization

What is the challenges for our client organization

1

## CDM Model

Introduce for the CDM model and the extra level: Kaizen

2

## Strategic Goal

What strategy we will apply to achieve the goal.

3

## Trait and Type

What kind of leadership traits and types are required

4

## Activities

What kind of leadership activities will be carried out

5

## Conclusion

Give a complete conclusion for the model and the organization

6



01

# Organization

What is the [challenges](#) for our client organization

# Twitter

---

An American [social networking service](#) company, on which users post and interact with messages known as “[tweets](#)”.

---

On October 27, 2022, Mr. Musk closed the [\\$44 billion](#) deal to buy twitter and become the owner of the company.

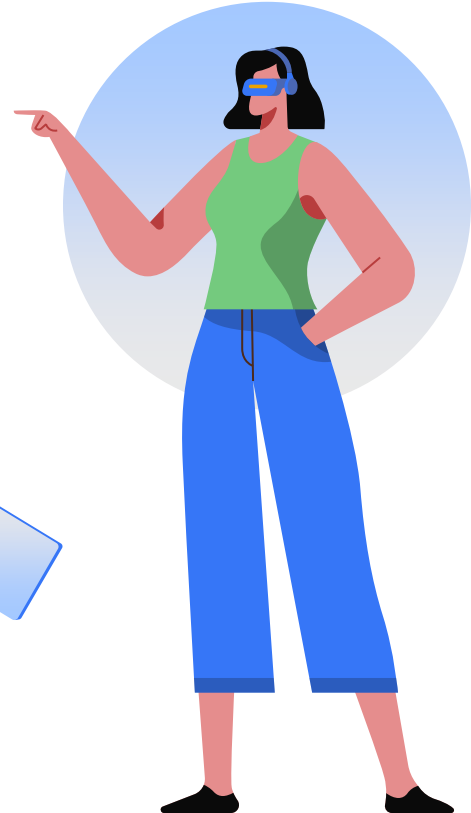
**Musk bought Twitter** 

# Challenges



**Existing Challenges**

**New Challenges**



# Existing Challenges



## **Fake Accounts**

Fake followers are always a huge problem for Twitter, which leads to less advertising revenue, due to negative commercial credit, and cleaning up the fake accounts also needs more cost.

## **Harrasment and Abuse**

People usually receive barrage of abuse from messages or mentions easily, without a strict regulation for the platform is the biggest reason.

## **Trolling and Hate**

The constraints on character usage are limited and short, and communication can also easily be anonymous. People might be misunderstood from the short text messages.



# New Challenges



## New Norms

Musk plans to charge for the subscribing fees to those who wants to get the blue-tick verification, however, this might cause the problems of losing Twitter users.

## Communication

Musk is an outsider to manage a social media company, even he has laid off half of the Twitter employees, he still need to set up his own team to work on as soon as possible.

## Engage Stakeholders

Musk will need to deal with a variety of international stakeholders, for instance, he needs to follow Brussels' rules on digital content moderation in Europe.










02

# CDM Model

---

Company Democracy Model





# Introduction



- Journey of knowledge creation.
- CDM Model follows a knowledge-driven development, where the levels start from the individuals and end up in the company.
- CDM Model is characterized by its pyramid structure which is composed of six different levels.
- CDM Model integrates engineering, management, leadership, and social science disciplines to provide both the opportunity and the challenge to redefine the concept of democracy within organizational operations.



# CDM Level Structure





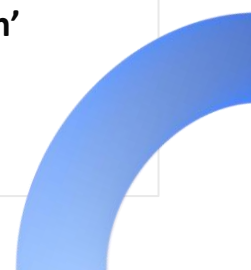
# Democratic Culture and Knowledge Based Strategy

Level 1



- The organization provides opportunities for all employees to share knowledge, ideas and insights in any format.
- The knowledge or information that the employee shares benefits the organization and is recorded as a contribution of the employee to the organization.
- Activities create a knowledge-based `culture where ideas and knowledge are generated democratic toward specific organizational goals and strategies.

**Example: Back in 2009, Twitter was in trouble because of the issues of safety and impersonation raised by its users. The employees came up with an idea of the 'Blue Tick Account Verification' which would allow the users to establish the authenticity of their identities on Twitter.**



# Democratic Culture-based Business Models, Structures and Knowledge Engines

Level 2



- An employee's idea or knowledge needs to be transformed from an initial idea into a practical project that benefits the organization.
- The organization makes temporary adjustments to their structure and business operations model and provides resources to support the employee's idea.

**Example: To materialize the idea of account verification, a team of experts was used to carry out the plan. An expert in finance for expenditure, team of security to check the feasibility, software engineers to assist with technical part, graphic designer to design the symbol, etc.**

# Democratic Culture Knowledge-based Process & Project Management & Engineering

Level 3



- This level is where the whole plan is ready and indicates a potential project to optimize the organizational operations.
- At this level, the organization invests in developing the prototype or full product and launches it on the market. Any potential failure will impact the organization but not the employee who proposed and designed the new product or service with its approval and support.

**Example: After checking the feasibility and building an action plan for the 'Blue Tick Verification', it was approved by the top-level managers and put into action.**



# Democratic Culture Innovation Development & Management

Level 4



- This level contributes to identifying the real innovation that exists and grows from within the organization.
- To be competitive, organizations need to identify their key areas and opportunities to make a difference and help them stand out in a competitive environment.

**Example: in 2009, Twitter became the first social media platform to introduce the Blue Tick Verification. Later on, other social media platforms also started introducing the account verification feature.**





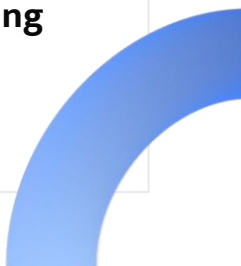
# Democratic Culture Innovation Based Competitive Operations

Level 5



- The fifth level explores the innovation competitiveness from the marketing and communication point of view.
- Innovative products and services sell by themselves and don't compete on the criteria of price.
- The power of marketing innovative products can create monopolies, set prices, and create significant financial and reputational profit margins.

**Example: Twitter took the internet by storm when they introduced their new account verification feature. Everyone was talking about it and it gained a lot of praise as it tackled the problem of impersonation that a lot of celebrities faced, a lot of fake accounts spreading false information, etc.**








# Democratic Culture Optimization & International Alliances

Level 6



- This level tries to gain international exposure by approaching global markets. The innovative products do not consider international competition as competitors do not exist in this market space.

**Example: Twitter got the first mover advantage while launching its new account verification feature. The globally used social media platform had famous personalities, companies, brands as its global users and the account verification was available to the big names across the globe. It helped to check the legitimacy of the accounts in public interest.**





# 03

## The Seventh Level


Why Is this Level needed



# The Seventh Level

## *Democratic Kaizen*




- 
- A business which has managed to climb to the sixth level of the CDM Model is at the epitome of integrating a democratic culture in their organization.
  - The question arises how can one sustain this level of democracy in their business?
  - For this we propose “Democratic Kaizen”- the seventh level in the CDM Model.
  - Kaizen is a Japanese Philosophy and it translates as Kai: Change and Zen: Good so bringing them together gives the following meaning: Change for the Good.
  - When we talk about Democratic Kaizen it translates to bringing Good Democratic change.
  - So while the organization sits at the highest possible level in CDM model there is always room for continuous and incremental improvement from where it stands.



# The Seventh Level

## *Democratic Kaizen*

Tough times ahead for Musk 🔍

- 
- Twitter's core functionality incorporates a democratic culture since all its users are given the freedom and opportunity to express themselves.
  - it is transparent since all the communication is transparent as a result it strengthens customer faith in their brand.
  - The platform encourages communication between multiple audiences on a public forum
  - This allows for real-time feedback from customers and even potential clients.
  - One may wonder if twitter ticks all the checkboxes why and how should it be further revamped.

# The Seventh Level

## *Democratic Kaizen*

Tough times ahead for Musk 🔍



- Elon Musk's Acquisition of Twitter was the easiest part for him.

As Spider Man once said, “With Great Power, Comes Great Responsibility”

- Twitter has its shortcomings As we have discussed in previous slides.
- In order for twitter to overcome these shortcomings we will discuss the strategic goals that need to be set by Elon Musk and his team, for twitter to progress to the level 7 of the CDM model.



04

# Strategic Goal

What direction should [Twitter](#) head to

# The Strategic Goal for *Democratic Kaizen*



## Innovation

Development of  
new platform services  
and functions



## Reputation

Clean up fake  
accounts to regain  
customer trust.



## Union

Develop a democratic  
company system and  
culture

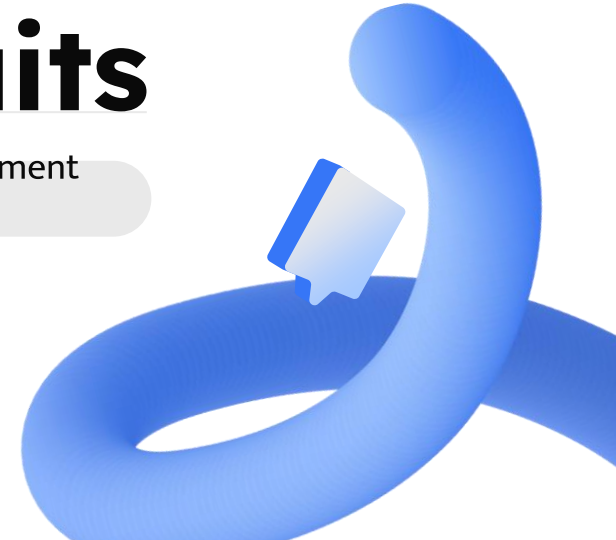






# 05

## The Leadership Styles and Traits


The leadership style and traits required to implement the level





# Democratic Leadership




- 
- Leadership style that encourages team members to take a more participative role in decision making.
  - Leader guide team members to set the goals and explore ways to achieve them.
  - Democratic leadership generates high levels of productivity, creativity, team engagement, and a more collaborative, inviting work environment.
  - Place high importance on transparency and communication.
  - Promote trust and respect in the organization



# Laissez Faire Leadership




- 
- Involves limiting the amount of guidance you give to employees and allowing them to fulfil their duties in their own ways.
  - Allowing team members to make decisions.
  - Leader Taking responsibility for those decisions.
  - Leaders take charge when necessary.
  - Higher rate of retention in the organization.



# Leadership styles



- 
- Elon musk need to adopt these two leadership styles.
  - Current situation of twitter demand for these leadership styles.
  - These two leadership styles will help twitter to adopt to the CDM model.
  - These leadership styles will help twitter grow.
  - Open new horizons for twitter.









# 06

## The Leadership Activities Required

The leadership style and traits required to implement the level



# Leadership Activities Required



Brainstorming  
Sessions

360 Feedback  
&  
Engagement  
Surveys

Goal Tracking  
Forums

Upskilling/  
Team Building  
Opportunities

Open Door  
Policy

Entertainment  
Sessions

Spotlight  
Events for  
employees





# Conclusion



- In conclusion the presentation is covered about how CDM model incorporated **TWITTER**. The challenges Twitter was already facing, and the new challenges were introduced as to implement under Musk's leadership.
- Since after Musk's leadership there are many hardships which Twitter is facing, team came up with an enhanced level which is Democratic Kaizen that can be added in the CDM model associated with twitter.
- Kaizen, the new level, is basically to bring the change and by bringing some new strategic goals like developing new platform services/functions or by gaining its customer's trust will help Twitter to grow more.
- The new proposed level "Democratic Kaizen" can be used by all organizations in continuation with the CDM model.
- New leadership styles and activities were introduced which can help sustain Twitter in the market. Twitter needs to improve some new leadership style where there can be more transparency and communication between the leader and the employees. It should allow team members to take decisions.

