

Title of Report

Analysis

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Company XYZ's commitment to success is reflected in a strong brand image and prior financial success; however, Company XYZ's current strategy, structure, and culture do not match the company's mission statement and this has had a negative impact on Company XYZ's overall performance.

Organizational Structure

Company XYZ's existing structure is comprised of formal control, traditional hierarchies, and overall, is well-suited to a solely profit-driven organization (Exhibit 1). This efficiency-based structure hinders Company XYZ's ability to reach its officially stated goal of being a creative and innovative industry leader. Efficiency-based organizational structures are not properly aligned with companies that desire to be highly creative and innovative in the work that is being performed (Daft & Armstrong, 2015). Thus, it is recommended that Company XYZ adopt a structure that aligns with the recommended strategy, focusing on innovation and Company XYZ's uniqueness while maintaining profitability. There are two viable alternatives that may fit Company XYZ's needs associated with designing a more creative and innovative organizational structure, which are explained and evaluated further under the next section of this report.

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1

The problem that was identified is analyzed through a systematic and thorough application of your course and/or program content.

2

Linkages to related exhibits.