

Case Analysis

Compare the Principal Strategic and Organizational Changes

When Immelt became the CEO of the GE Company he focused more on the creation and establishment of bureaucracy and had employed a much more relaxed way of leadership and management style as compared to Welch. But despite of such relaxed way of leading the company into the success that it is enjoying right now, Immelt has made it a point that he will be up for the challenge and that GE will succeed no matter what the barriers the industry and the competition might bring. In comparison, it can be seen that Immelt and Welch has developed almost the same strategy which is focused on the employees' performance. Both CEOs firmly believed that in order for the company to succeed, all the employees must work harder than usual (Hitt, et. al, 2007). All of them must work hard and make sure that their work performances will measure to the goals and aspirations of the company as a whole.

Success in Strategy, Structure and Systems

Welch is known for his fix it, sell it or close it policy. The success of his management and leadership greatly depended on such policy. In order to implement such, he has created a flatter structure wherein each business segment will have their own research and design and business planning. In such a way, the needs and the growth are well-determined and increasing the chances for success. He never wanted to become the third ranking company. He wanted to be either number one or number two in rankings and all other business segments that are not and cannot live up with the expectation and the pressure of the business growth must be fixed, sold or closed. Because of this, the company has become even more productive and the growth has been tremendous and incomparable.

Imitation of the Management Systems and Leadership Styles

As to the extent of other companies imitating the management systems and leadership styles of the GE Company, it can be said that it should be more focused on the employees' performance. There is only one key to any businesses' success and that is the workforce. Dedication and perseverance to work together in achieving success is what makes a company successful. Every management must make sure that the workforce is doing what it is being paid to do so. Welch is correct in its aim to eradicate complacency in the business. The creation and establishment of small yet diversified business segments that can function on its own but can still be under the authority of a higher, bigger and dominant segment must be given priority. Large companies must learn that too much bureaucracy will not always work especially in the world of globalization. Businesses grow rapidly. Every workers and leaders must make sure that they can cope up with the fast pacing environment of operations without compromising the very essence in which the business has been founded in the first place.

Alternative Corporate Strategies

Acquisition as an alternative corporate strategy for GE will surely make an impact to the entire industry. It cannot be denied that success is power and the more power one business has the more profitable it can become. It has to be noted that GE on its own has already established its name in the business. But in order to gain more profitability and stability, acquisition will definitely help in boosting the business ranking and their profit. Although the business has already various segments, acquiring more segments and other business line up will ensure that they will remain in their first or second place ranking. By acquiring more business lines, the company is spreading its influence that will surely make them unbeatable in the business.

Greatness of the Implementation and Problems of Immelt's Strategy

It has always been said that good management and leadership skills are the keys to a successful implementation of any strategies for business growth. Immelt is known for his relaxed and more-friendly approach in relation to treating the workforce. The culture of integrity that Immelt has been imposing since his assumption of the CEO position in the company has strengthened how the people and the management have worked to achieve success. It is definitely one of the strength that will make the company grow even more powerful in the years to come. In cutting down the bureaucracy of the company and focusing on the global operations have also enable the Immelt's strategies work well. Immelt is definitely a leader whose approach to things is simple and relaxed. However, it cannot be denied that one of the problems that can destroy what has been established is the build up of familiarity between the management and the workforce. It will definitely hinder the growth of each employee as well as the business in general. With the increasing global demand and competition, Immelt must make sure that the company, with all its components, will stand together in facing global challenges and strive hard to grow in power.

Conclusion

With all the foregoing, it cannot be denied that Jack Welch and Jeffrey Immelt have lots in common in terms of management and leadership skills. They are both focused on making sure that the company will continue to grow and that it is prepared to face all the challenges of the global world. Different approaches, techniques and styles but the main agenda is to keep GE atop all other companies. With such great skills and leadership, it can be assured that GE Company will stay powerful amidst the existence and establishment of all other businesses.

Reference

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