

SUMMITSTRATEGIES INC.

Enhancing Business Performance
through Effective Organizational
Development



Organizational Development (OD) refers to a systematic approach to enhancing the efficiency and effectiveness of organizations. This study focuses on implementing OD in a small business organization, SummitStrategies Inc. SummitStrategies Inc. is a retail company that sells various products, including electronics, toys, and home appliances. The company has been in operation for 20 years and has 50 employees.

PROBLEM STATEMENT

SummitStrategies Inc. faced several challenges, including declining sales, high employee turnover, and low morale. The management team realized that the company needed to transform to remain competitive and achieve long-term success.

OD INTERVENTION

The management team of SummitStrategies Inc. decided to implement an OD program, which involved several key steps:

ASSESSMENT

An initial assessment was carried out to identify the strengths and weaknesses of the company. The assessment focused on the company's structure, culture, communication, and processes.

Based on the assessment results, a strategy was developed to address the identified issues. The strategy included changes to the organizational structure, improvement of communication and collaboration, and introduction of new processes to increase efficiency and productivity.

IMPLEMENTATION

The OD program was implemented over a six-month period, focusing on involving employees in the process. Regular progress reports were provided to the management team, and employee feedback was gathered to identify areas for improvement.

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EVALUATION

An evaluation was carried out to determine the impact of the OD program on the company. The evaluation focused on employee morale, sales, and turnover changes.

OUTCOME

The OD program impacted SummitStrategies Inc. Employee morale improved significantly, and the company experienced a reduced employee turnover. Sales increased by 20% over the six-month period, and the company became more competitive in the market. Implementing new processes improved efficiency and productivity, allowing the company to operate more effectively.

CONCLUSION

Organizational Development is a powerful tool for improving the efficiency and effectiveness of organizations. This study shows that OD can positively impact small businesses and highlights the importance of involving employees. SummitStrategies Inc. significantly improved its operations, and the management team created a more positive and productive work environment for its employees.