Your Name

Instructor Name

Course Number

Date

Management in Action-Chipotle

**Type of Changes Necessary for Chipotle**

           A comprehensive analysis of the market positioning of Chipotle is necessary to make better inferences about the actual requirements of change for the company. As the new CEO of the organization, Niccol has a heavy responsibility to ensure proper practical measures according to the need for organizational change. It is observed that the organization of Chipotle is currently facing many different challenges. Higher management must adopt the approach of reactive changes within organizational settings. This specific approach is important to successfully deal with the existing challenges of issues of the low-quality menu and increasing competition in the market. Reactive change is preferable for Niccol as compare to proactive changes because challenging events already appear for the organization. The approach of reactive changes is the opportunity for Niccol to overcome all the existing challenges successfully. The appropriate response in the form of reactive changes to the challenging events is mandatory to attain a better business position for the company.

**Role of Inside and Outside Forces**

Environment scanning is important to identify the crucial role of different inside and outside forces in the context of the need for changes. This form of the assessment revealed that some significant forces are influencing the business functioning of Chipotle in a competitive business environment. Critical evaluation of the business environment for Chipotle helps to understand that outside forces, particularly in the forms of technological advancements and market changes, impact the domain of change. Advanced technology is extensively applying by the competitors that ultimately influence a market position for Chipotle. Manufacturing automation is one noteworthy form of technological advancement that exists as a strong outside market force. The force of market change can also never be ignored that mainly appeared as the growing competition in the potential market for Chipotle. The approach of human resources concerns is recognized as one major inside force that impacts the business perspective for the organization. The need for change is crucial for Chipotle to attain better outcomes for a specific area of productivity.

**The need for Innovative Change**

A detailed evaluation of the business position of Chipotle explicitly indicates that it is essential for Niccol to adopt some form of innovative change immediately. This practical perspective is important to address all the business challenges that properly prevail for the company. The prospect of change can be examined in major forms of adaptive, innovative, and radically innovative change. The current market scenario for Chipotle indicates that there is a need for considering adaptive innovation to address all the business challenges successfully. The role of Niccol as the leader of the organization is important to adopt stripping steps for better forms of research and development. Active consideration of existing resources never allows the organization to adopt the option of radical innovation change. The option of adaptive innovation can be helpful for the management to attain a better form of the problem-solving domain. This specific practical perspective is important to assess organizational challenges and act accordingly timely.

**Consideration of Product or Process Innovation for Chipotle**

The current business scenario for Chipotle indicates that product innovation is a suitable option for Niccol to successfully deals with different challenges. Product innovation is a more suitable proposed approach for Chipotle as compare to process innovation because the enhancement of the existing food products is one major organizational objective. Currently, Chipotle needs to improve its menu to deal with the challenge of business competition effectively. This perspective can also be helpful to attract potential customers towards the products offering by the company. Increased performance in the current product scenario through innovation is a good option for the management to overcome all the challenges.