Business Case Study

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**Introduction**

Every organization needs the managerial communication which helps the managers in communicating within the business and with the personnel of the organization. Managerial communication aims at having a smooth flow of communication between the people of the organization to share a common goal. Effective communication is the key to success within an organization because it integrates all management functions (Ademi, 2016). Managerial communication takes place between the team, employees, managers, and leaders of an organization. The implementation of new technologies to have better communication in an organization is essential to achieve the purpose. This paper aims at discussing the key issues in ServeNow and the recommendation to carry out effective managerial and technological communication plan for business development.

**Key issues in ServeNow**

ServeNow is a grocery store chain having seven stores located in southeastern United Stated. Each of the store out of seven is 50 miles apart, and the owner Bushley recently discovered that three of his managers are going to quit jobs because they will be starting their own stores. This made him realize that his company is weak in the succession planning and he has no replacement for his managers. He hires a small business consultant who recommends that there is need of new business personnel to manage the stores effectively. Here the problem arises that the store owner Bushley will have to spend time training the new personnel because they will not be familiar with the store operations and are not co-located at his current position.

The key problem is with the management practices of Bushley who has been very busy in designing the standardized training plan for his team and has no successors for the four managers leaving the organization due to entrepreneurship or retirement. He has asked the consultant to plan for effective communication and his better training in the future. Mr. Bushley is not having time or experience to get out of this situation. The owner has not yet proactive in planning the future of his organization and dealing with talent management as he was informed by the consultant that he failed to have strategic staffing for his chain of stores which can define the process of addressing staffing implications of change.

**Discussion**

It is highly recommended to Mr. Bushley to communicate with all the store managers and assistant managers and conduct regular meetings with them to reduce the communication gap. There is a need to use technology for the purpose of training and effective communication within the organization. The use of technology for the purpose of training and communication will help Mr. Bushley in getting rid of the situation as well as creating a permanent solution for managerial training and succession planning by using remote training and other technological solutions. The owner is in need to create a development plan, and the communication and reporting chains before the new manager arrive to work. This can be achieved by implementing the technologies for effective communication in order to avoid any risk in the future. The choice of using the right technologies depends on the goals and objectives of ServeNow and what the owner wants to achieve.

The modern communication technologies available directed at the business effectiveness (“The State of Communication Technology in the Workplace,” n.d.). It is the choice of managers to use the best-suited technology for themselves at the workplace. Online collaboration is an effective tool that is used in business organizations to achieve a common goal. It occurs in two forms synchronous and only. It helps in documenting and recording the new processes that will be created for the store managers. Creating an information repository that will store all the needed information regarding the people, finances, employee’s information and responsibilities will help in the orientation of new managers. It will be very convenient for the owner to train and introduces the new employees about the values and goals of the business. Other communication tools that can be adapted to communicate with the managers at work is the use of regular emails and technologies such as Instant Messaging and audio and video conferencing. However, the use of technology has come considerations regarding legal liability, intellectual property protection and data privacy, etc (Hynes & Veltsos, 2019).

The use of modern technology not only helps in communication but allows the managers to effective job design. The technological tools must be employed by ServeNow to design the job of store managers and ensure effective communication with them on a regular basis. Communication tools such as audio and video conferencing must be used to communicate with managers and solve their issues in a timely and effective manner. Technology also allows collaboration between two or more people. One example of such a tool is Groupware which supports group tasks in various environments. Cloud-based software's can also be used by ServeNow for the collaboration between the managers, owner, and employees.

To sum up, the paper discusses the need and necessity of managerial communication in an organization as this the main thing missing in ServeNow stores which lead to the occurrence of different issues such as failure of succession planning. The key issues are with the management practices of Bushley who has been very busy designing the standardized training plan for his team and has no successors for the four managers leaving the organization. The organization is in need of managerial communication and implementation of technological tools and communication technologies to collaborate and effectively communicate with the employees and managers. The modern communication technologies must be adapted by ServeNow to deal with these issues.

# References

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