Organizational Goals and the Control Process:

Name:

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Organizational goals refer to strategically set objectives which show the expected results and act as a guide to the employees (Thompson, & McEwen, 1958). They motivate the employees and help them put more effort. Organizational goals can be strategic, tactical and operational.

The control process is a system which allows setting, measure, match and tweak any activities carried out in business. These activities may include production of goods, packing and delivery of goods.

The first step is establishing standards and methods for measuring performance. Standards simply mean the criteria of performance (Flamholtz, Das, & Tsui, 1985). Examples of standards in an industrial enterprise may include sales and product targets, work attendance goals and safety records. The second step is measuring the performance. Measurement of performance against standards would be done on a forward looking basis. This would help Laine Finnegan detect deviations from the organizational goals in advance. The third step involves determining whether the performance matches the standard. This involves comparison of the measured results with the set standards. In case the performance matches the standards Laine Finnegan may assume that all is well but if not she has to intervene. The final step involves taking a corrective action. Corrective measures are required if performance falls short of standards.

The goal that I would choose to evaluate is whether all the staff has appropriate training. This is because training is a part and parcel of the efficiency of the organization. The control that I would use to measure whether the staff has the right training is looking at whether the performance of the staff matches the standard.

If I found that the performance was not matching the expectations, I would organize for workshops and seminars to ensure that staff has the necessary skills. I would also make them aware of the organizational goals so as to make them to work as a group. The two steps would bring the performance up again.

References

Flamholtz, E. G., Das, T. K., & Tsui, A. S. (1985). Toward an integrative framework of organizational control. *Accounting, organizations and society*, *10*(1), 35-50.

Thompson, J. D., & McEwen, W. J. (1958). Organizational goals and environment: Goal-setting as an interaction process. *American Sociological Review*, *23*(1), 23-31.