Company Change

[Name of the Writer]

[Name of the Institution]

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**About the Company**

Uber Technologies Inc. is a transportation network company that provides transportation services to people and customers on the international level. The company is a US-based company that offers services such as peer to peer ridesharing, ride services, bicycle-sharing systems, and food delivery services in some regions of its target markets. All over the world, the company has presence and operations in around 785 regions of the entire world. Uber Inc can be found a well-performing organization of its business operations and can be found a successful company in its business industry and market place. Uber and its financial performance are impressive in terms of overall benefits it ensures for the shareholders and stakeholders such as employees, suppliers, and customers, etc.

The company and its growth and success are mainly dependent on the internal management of the company. Additionally, the company’s management and organization of its all top and low-level employees are the factors that can impact the company in terms of its success and failure. It means that employee management is a crucially important factor in company growth, sustainability, and overall business and organizational success.

**Introduction**

Having experience with Uber Company as its customer and analyst, I have found that Uber is well organized and sufficiently sustained and growing company as compared to its key competitors in both, the local region and international market. But it is also a fact that gaps exist everywhere. Hence, Uber Inc also has an event that happens in the company mainly in the present time. The event or situation facing Uber Inc is that they have a management issue which is “Weak Organizing”. This event is happening in the company is a shape that the company can be found a bit poor in terms of having “A Clear Future Direction”. Despite this and in terms of reasons behind this event in the company, there are a number of issues and concerns that exist inside the company or that exist in Uber’s internal management (Zhao, & Su, 2019). It means that there are many things such as people, structures, and/or processes that need to be changed for the purpose to change the case and situation facing Uber Inc.

## **Thesis Statement**

The main concern of this business proposal is to inform the top or senior management of Uber Inc about the event that happens in Uber Inc. Hence, the ultimate purpose of this business proposal is to identify the event facing Uber and to persuade the senior management of the company to pledge or bring changes in the process, people, and structures as it is required. Furthermore, the proposal also covers what changes are needed to be initiated as well as why and how they could be initiated in the possible finest way or manner. So based on these factors and considerations, the thesis statement is;

*"In order to improve the entire system of the company it is important to address each of the issues or problems facing the company. It is also crucial that one should identify the event(s) facing the company if s/he is interested to figure out what change should be initiated. There should be huge efforts for the purpose to overcome the issue(s) that the organization faces as well as there is also a need for actions and changes to implement by persuading the senior management to allow them to do so. Hence the changes in people, processes, and structures needed to be changed.*

**Process, People, and Structures Needed To Be Changed**

After an in-depth analysis of almost every aspect of the Uber Company, it has been found that the company is a well-operating company that could be witnessed as a successful business entity in its market place and industry. It has also been found that the facts and credibleness behind such a strong presence and effective business operations are the internal processes and overall operations and management of the company. But it is also a fact that gaps exist almost everywhere. Hence some of the weak areas also came to see in the internal organizational structure and processes of Uber Company (Zhao, & Su, 2019).

So, for the purpose to pursue the senior or top management to incorporate changes in particular areas, it is important to identify the areas that needed to be changed (Alyssa, 2017). So, below are the areas that need to change.

**Processes**

The process that the Uber Company has in its internal organizational management can be found enough efficient. The company is highly dependent on its overall organizational processes because it (Uber Company) is the company that does not sell something while it offers services to its customers. But, in the provision of services, the role, and importance of organizational and other associated processes become more crucial and vital. It becomes so crucial and vital because if the process of offering and providing services is not enough fine and impressive, then the services may not be offered or provided as efficiently as they need to be.

It means that better services and better provision of it can be ensured when one has fine processes for it. In addition to it, those better services and effective provision would ensure the desired results and revenues. So, the processes that need to be changed are;

1. **Planning**

As Uber Company has the issue of weak organizing where the company is surviving with the problem of unawareness of future direction or lack of future direction, improving the planning processes of the company is crucial. It is always found that the planning of an organization always defines where to go (future direction) as well as how to proceed. So here and in this case, it is important that the senior management should change the planning process they currently use (Alyssa, 2017).

1. **Leading**

Leading is a function of the strategic management of Uber Company. Leading includes the processes and decisions which are taken by the company’s management regarding what to do next as well as who will do what. This includes the actions of a company’s leadership while leadership is the only source that leads a community or organization towards success by leading them towards their future direction. While the same is the case with the Uber Company. Hence it is crucial that the company (Uber) should change the process it following for the leading.

In short, I mean that Uber Company should change its leadership and the way they lead the company towards proceeding it to the future direction, so that the company may overcome the issue (Lack of future Direction) if an effective leadership and process brought into action.

1. **Organizing**

Organizing is a part of the process that Uber Company uses for the purpose to organize its resources so that the company could achieve its short and long term goals. In this, it is suggested to the senior and top management of Uber Company that changing the organizing processes and how the company and concerned management uses its valuable resources may be a productive step for the company. In this area, the identified processes that need to be changed are; 1) how the company requires the resources, 2) how they allocate it, 3) what are the processes of assigning the resources, and 4) how and what sources and activities are important.

So if these practices have been changed then better business performance may come to see in a better way.

**People**

It cannot be a simple and easy practice or activity to change the people of any company or organization. But it becomes important when there is a problem or problems exist and need to be overcome. Hence, the same is the situation with the Uber Company. Here it has been found that the company has to bring some changes in the people by changing the positions of some of the key employees and management members. These people are but only listed below.

* Nikki Krishnamurthy (Chief People Officer)
* Manik Gupta (Chief Product Officer)
* Pierre-Dimitri Gore-Coty (Vice President, International Rides)
* Bo Young Lee (Chief Diversity and Inclusion Officer)
* Jill Hazelbaker (Senior Vice President, Marketing and Public Affairs)

The Chief People Officer should be changed to have better recruitment, Chief Product Officer for having new products for future, Vice President, International Rides for better services, Chief Diversity and Inclusion Officer for ensuring strong organizational diversity, and Senior Vice President, Marketing and Public Affairs for changing Marketing and Public Affairs as per the future direction and planning (Cramer, & Krueger, 2016). They need to be changed because not an innovative practice, product, and service had come to see from the teams of these managerial position holders.

**Structure**

As the success of an organization or so company is partially dependent on the internal structure of the company or organization, it is important for Uber Company to bring changes in its structure. If brought then the company may have better and effective practices regarding future direction. It is also a fact and reality about the Uber Company that the structure of management and activities us enough effective and fine but the gap for improvement can be seen everywhere, hence it would be a good step for the company if taken by the senior management to change the structure of the company (Alyssa, 2017). Here, the structure that should be changed and would ensure better results as well as will lead to having a clear future direction is the organizational structure and structure of international business activities of the company.

1. **Organizational Structure**

The organizational structure of Uber Company is a centralized structure where the authority and information are under the top management and executive members. But, being a multinational company, it may not be an effective structure for the company. So it should be changed decentralized structure where power and authority are distributed. It will be a good step because it would allow international management to make and take decisions as per the situation facing them (Zhao, & Su, 2019).

1. **Structure of International Business Activities**

In terms of the structure of international business activities, it is crucial for Uber Company to change the way they perform its business activities on the international level. For the purpose, it is important and beneficial that the company should put itself in an agreement for a new governance framework that would serve Uber Company well.

**Why Initiate Change(s)**

There are several benefits that Uber Company would have if the change(s) are initiated but some of the most credible benefits for the company are;

1. Uber would be able to stay with the current industry trends if we have better processes.
2. The company would compete in a better way with competitors
3. Business innovation would be encouraged with changes made
4. The company would have better operations and business practices if have a better structure than the current (Cramer, & Krueger, 2016).
5. The company will have increased business efficiency, enhanced employee attitude and developed skills.

**References**

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