Critique individual

The post provides a clear view of brainstorming and issues faced by the organization. It explains the challenges encountered by the Gold Coast company and how competitors used aggressive marketing for obtaining a competitive advantage. The competitors joined the industry that relied on new marketing tools such as Google Ads. The author highlights the challenges such as the need for adopting an innovative strategy for competing with rivals. The discussion highlights the significance of brainstorming for identifying the appropriate solution.

The inclusion of employee motivation depicts its significance in a business environment. Brainstorming is an effective tool for keeping employees motivated. It encourages them to work in a team that leads to enhanced organizational productivity and efficiency (Markman, 2017). The inclusion of credible sources like Walker et al., (2014) adds clarity to the discussion. The post relies on reliable information for explaining the need for evaluating problematic situations for finding a solution. The discussion involves many strengths such as it defines the significance of engaging employees in conversations and dialogues. These are effective for promoting a positive work environment that also improve employees motivation.

The discussion provides a practical approach to addressing the issues related to customers and employees. For the attainment of organizational goals, it is crucial to address the changing needs of both. Without customer or employee satisfaction the organizational cannot attain its goals. I agree that the adoption of the concept map is an appropriate strategy for visualizing the entire organizational situation (STROH & ZURCHER, 2017). The inclusion of factors like metal models and personal roles makes the discussion more convincing because it explains the future of organizational success. In conclusion, the discussion makes adequate use of sources that confirm the benefits of adopting strategies. Whenever a firm experience extreme rivalry there is a need for choosing the right strategy for responding.

References

Markman, A. (2017). Your Team Is Brainstorming All Wrong. *Harvard Business Review*.

STROH, D. P., & ZURCHER, K. (2017). *ACTING AND THINKING SYSTEMICALLY*. Retrieved 03 28, 2019, from https://thesystemsthinker.com/acting-and-thinking-systemically/