General Motors

Student’s Name

University Affiliation

1. **Company Background and History**

General Motors was started and established on 1908, by William Durant. The company initially was created to consolidate several other car companies, which included Buick, Cadillac, and others. GM is noted with introducing the electric self-starter, which made the hand-crank models a thing of the past (Britannica, 2018). By the late 1920s, the company passed Ford Motor Company as the leading American car manufacturer.

1. **Description of Quality Issue**

General Motors' quality issues vary with a range of topics that were a direct result of the culture of the company. GM has been around for many years; however, they set a bad taste throughout the nation with problems ranging from the workplace to customers losing their lives due to known mechanical issues (Britannica, 2018). General Motors knew these issues and chose to ignore them, which ultimately led to the recall scam.

1. **Quality Culture**

GM's culture was marked with one of a calm response. When media outlets received the news of the recall issues at the company, people began to dig deeper for the real root issue. Culture is the way a society or group thinks, behaves, and lives. Company culture is similar, only in the workplace environment (Britannica, 2018). GM's company culture was one of nondisclosure and utter disrespect for accountability.

1. **Voice of customers**

In GM, customers are given opportunities to express their opinion to help to improve the quality of services offered to them. The latter has helped to enhance the quality of products of the company's products.

1. **Change Management Plan**

Barra took over as CEO during the difficult times of the recall. Barra would add a VP of safety, a team of investigators, and a new internal program to recognize employees who blow the whistle on safety issues (Kessler, 2014). Safety issues are now raised to the highest levels of the company, a restructuring of the former decision-making process.

1. **Quality theories, tool, and techniques**

Quality assurance and control is one of the main objective that most manufacturers observe to increase organizational performance. Similarly, this also being practiced in GM Company.

1. **Change implementation**

GM was not looking for change until deaths were reported due to their internal negligence. Now, they are forced to make a substantial change (Kessler, 2014). The forces at work here are accidental deaths, lawsuits, and negative public attention. Of course, change creates resistance.

1. **Resistance to change**

Statistically, there are few instances within this company where resistance to change has been witnessed due to a lack of teamwork (Kessler, 2014). Some employees have not been able to comply with the implemented changes, thus oppose them.

References

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