Global Multi-Products Chile Case

Name

Institution

Date

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Bob Thompson had to make several changes at the Global Multi-Product Chile to enhance efficiency. He is the company’s global driver as he was also the executive of the firm’s Canada subsidiary. His achievements in the latter led to the enterprise sending him to Chile at the time when the Chile Subsidiary was reporting declined reports, thereby needed new management to stimulate growth by introducing major changes. Upon arrival, he implemented several changes to the Chile’s branch to align it with the company’s overall operational strategy. At the same time, he created an integrated solutions manager to Chile consortium. The duty of the new office was to coordinate the organization’s sales teams. Moreover, he created a national account chief to streamline the company’s operations. The person in charge of the new position was required to report to Thompson directly to ensure that he was always informed of how the firm was performing across the nation. In addition, the sales representatives were given more responsibilities under the new integrated solution model. Furthermore, the system used to compensate them was completely altered. The alterations meant they had to learn how to increase their sales by working in teams rather than individuals (Lane &Campbell, 2007, p.328). This was unlike in the previous sales strategy whereby the subsidiary’s individual product groups used to function independently. These changes were sensible as they improved both efficiency and sales significantly. Nevertheless, implementing the new operations was not an easy assignment. He encountered various barriers, such as Chile’s culture which was different from that of Canada and the U.S. Also, the Chile’s business environment was extremely volatile. The condition required the subsidiary to alter their operations regularly to catch up with the changes.

At the end of the case, it is evident that the employees of Global Multi-Products working in the Chile subsidiary are resisting the sudden changes that Thompson has introduced. The latter can use several strategies to make the workers embrace the proposed changes. One of the techniques he can use is explaining to the laborers why the company needs change. The explanation must be comprehensive to cover all the dynamics of the proposed change. The other strategy that Thompson can use to change employees’ attitudes towards his proposals is involving them in the change process. He should consult them, and also integrate their views and suggestions in the new processes. Additionally, he should motivate his team members regarding the new operational strategies. It is imperative for him to inform them that no person would lose his or her job due to the new changes.

References

Lane, H.W. & Campbell D. (2007). *Global Multi-Products Chile*. Ivey Publishing.