

Food Bank Canada

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Food Banks Canada Case Study

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Abstract

This week, learning Team D read and reviewed Food Bank Canada's Case Study. When dissecting the information, we focused on the strategy used and determined if that would be the most appropriate strategy to stay with. We also discussed the strengths and weaknesses of the company and what recommendations would be appropriate for the food bank. Lastly, we analyzed ways that the company could acquire needed approvals and support and how these would be turned into successes.

Learning Team D's Plans and Ideas

Strategy Plan

Based on Katharine Schmidt and Food Bank Canada's accomplishments over the last five years, it is recommended that they stay with their current strategy for growth and expansion. Although they face challenges, they should be able to combat them with continued growth through their effective strategic plan. If Food Bank Canada continues to promote and increase their advocacy activities for the hungry, they are sure to become more widely known and, in turn, grow their business of feeding the hungry. While Katharine Schmidt has played a crucial role in the growth over the last five years, she will need to continue to put her trust in Food Bank Canada's Board and Member Council as she will need their support in decision making through this growth (Cawsey, Deszca, & Ingols, 2016).

Strengths & Weaknesses

When analyzing Food Bank Canada's case, it was quickly understood what their strengths and weaknesses are as a growing organization. Their strengths include the structure of their decision-making process. Food Bank Canada has a Board and Member Council that helps to understand and dissect opportunities for change as well as strive for growth (Cawsey, Deszca, & Ingols, 2016). While Katharine Schmidt is the Executive Director, she is not solely responsible for every conversation to be had or decision to be made. Having a board such as this is imperative to the growth and strength of Food Bank Canada as an organization. The major weakness in the decision-making process within the organization is the Board and Member Council's reliance on Katharine Schmidt's leadership. While it is a noble thing to be looked upon as a leader, it is not always necessary for the board to rely on her.

Schmidt's Recommendation

In the past five years the program food bank Canada has endured some situations. Since bringing in Katharine Schmidt as CEO has made a big difference. With the current structure, it seems to make a significant difference on the side of it being great. The organization was in a slump involving contributions of food and money. When Schmidt took over she made changes that has connected more people to food. This network represents ³ten Provincial Associations, more than 500 affiliated food banks, and over 3,000 food agencies ("Food Banks Canada", 2018). Katharine Schmidt has made such a difference with more people donating to different food banks around the country. She has made a difference with working with the directors of these food banks to make sure they have what they need to continue serving the citizens who need food.

With the results that have been made since the new CEO was introduced, I think the current structure is sound and that there should be no change in the structure or governance. I would say that things are on the right track and we should stay with things as they are currently and not make changes that may affect the current growth and contributions. When things are going well, do not make changes unless it is necessary and studied to show that a change is needed. Katharine Schmidt should keep things as they are because the current track of growth is going in the right direction.

Generating Needed Support & Approvals

For Schmidt to move forward with existing strategies, she will need to generate the ²support and approvals from the board, her staff, the Member Council and the affiliated food

banks. She should use a formal approval process in which she will explain in detail the success of the current strategy. To gain this support Schmidt needs to reiterate the vision and mission of Food Banks Canada and the progress it has made over the past five years and how current strategy aligns with the vision and mission of Foods Canada. This should be in the form of a rally, with excitement and pride to engage those she needs the approvals from to feel good about the positive impact they have had on reducing hunger in Canada. Outlining the success, they have had under the current strategy as well as the weaknesses. When she acknowledges the areas for improvement she can campaign to continue to grow in those areas in which haven't been as successful as they have liked. She should then have the members of the board and council vote on changing the strategy or moving forward with the current strategy that has proven successful.

Successful Actions & Outcomes

Once she obtains the approvals to keep the current strategy of the organization, Schmidt must address ways to improve under the current strategy. Gaining the approval will show a united front within the organization and Schmidt needs to advocate for more government and private funding to address the need to get more food to those in need. Particularly to the smaller food banks that are struggling to gain their own support. Having a united front on a larger scale will align with the ultimate vision of Food Banks Canada, which is to resolve the hunger issue in Canada. This will provide the desired outcomes of the organization.

References

Cawsey, T.F., Deszca, G., & Ingols, C. (2016). Organizational change: An action-oriented toolkit. Sage Publications, Inc. Thousand Oaks, CA.

Food Banks Canada(2018). Retrieved from <http://www.foodbankscanada.ca>

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