

# Memo.

*by* D Denys

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## Executive Memo

To: Mr Steve Johnson

Through: Fallon Carrington

From: Fidel Smith

Date: 22<sup>nd</sup> November 2018

**Subject: Factors within the external environment that influence organizational change**

Change remains a fundamental aspect of any organization that aims at succeeding in its activities. By embracing change, companies seek to create new and effective policies that lead to the best outcomes. Employees within organizations are trained effectively and prepared to embrace change for the best outcomes. The introduction of new practises, policies and strategies is essential for the growth and development of any business or corporate entity. By utilizing strategies and practises that trigger efficiency, diligence and progress, better results are obtained over time. Through change, there is significant progress. This memo illustrates how factors within the external environment act as drivers of change in an organization.

### Background

By scanning the American college of Education, the socio-cultural, political, economic and technological environments are discovered. The first element is evident through cultural values, socialization and norms of the people living around the organization. The latter exists through state rules and legislations that govern the running of the organization. The economic environment surrounding the area of work entails competitive forces within the environment that influence both the organization and customers. The organization is surrounded by technological forces that determine productivity and innovations. Due to scientific inventions and innovations, the entity is affected. Such practises affect productivity as they trigger change with regards to current technologies. Through the factors, the organization experiences a significant level of change.

The outcomes of environmental scanning have illustrated that both technology and socio-cultural factors within the external environment influence organizational change. Critical concerns are given to the first factor through the use of innovations in production activities for efficiency. Notably, first element is a primary driver of change through methods used by an entity in creating goods or services from resources. Change is driven where a business embraces technology for efficiency in productivity. Also, the quality of goods or services is enhanced through technology. The next element triggers change through cultural traditions and norms. Managers within organizations scan the environment to make sure that products created meet customer preferences and abide by their cultural values. In doing so, change is promoted where products are created to be in line with what the surrounding market prefers.

The environmental scanning conducted illustrated that legal and political factors existing in the external environment promote change through policies and rules. Critical concern is given to state regulations and rules for the best outcomes within the organization. For a business to thrive; there is the necessity to have a good relationship with the government. The state creates rules governing businesses while political factors comprise of

situations surrounding an organization. Due to these reasons, change is embraced through policies that adhere to government regulations and rules. An organization is influenced because legislations drive managers to run businesses that adhere to specific rules. Strategies are formulated to ensure that activities done are legally accepted and allowed by the state. Political situations influence outcomes and performance of given organizations.



### **Mission and vision statements**

A recommended mission statement for the organization would be: *Alizzas incorporation works tirelessly to create the best products, create inspiration through business and to implement the best strategies that benefit everyone entirely.*

A recommended vision statement for the organization would be: *Our vision is to create a better every-day life to everyone through our products, inspire all our clients and attend to the needs of our clients tirelessly.*

Organizations embrace change for better outcomes in the present and the future. Technological and socio-cultural factors within the external environment trigger change within organizations. Through political and legal factors in the environment, organizations encounter change. The organization's mission is creating the best products, inspiring individuals and implementing the best strategies. The vision aims at creating better lives, inspiring clients and attending to their needs.

Mr. Steve Johnson

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