

memo

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Executive Memo

To: Mr. Steve Johnson

Through: Fallon Carrington

From: Fidel Smith

Date: 21st 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

Environmental scanning is a critical activity for any business organization that aims at achieving progress and success. Environments within the local, state and national levels remain necessary because they determine the decision making process and strategy formulation regarding activities. Due to this factor, there is an increasing need to identify potential opportunities and threats arising from the external environment. By doing so, entities maximize potential opportunities as they reduce significant threats that could affect them adversely. Companies make adjustments to strengths in order to minimize impacts caused by existing threats.

Technology and socio-cultural factors within the external environment influence change within an organization through different ways. The 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.

Legal and political factors existing in the external environment promote change within an organization through policies and rules. 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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P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

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