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by W W

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Human Resource Plan

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Human Resource Plan

The company that I chose to discuss upon the subject of organization or culture shift is Delta Airlines. Delta Airlines underwent an organizational shift before Ed Bastian decided to take on the leadership role. Before Delta Airlines started their process is undergoing a shift in organization or culture, the company was forcing employees to endure more of the burden to subsidize much lower fares within their business. But with the shift, the introduction of the Basic Economy fare option when searching and purchasing airfare was designed to target more travelers. This completely changed the story for the company. The shift helped in utilizing social media elevated the company a lot, mostly because now their target market caught the millennial generation's attention.

Description of the Culture or Organization Before and after the Shift

Delta airlines was founded in 1924, headquartered in Atlanta, Georgia. They began taking their first commercial flight back on June 17, 1929, with the flight being accompanied by six individuals, and those individuals were the pilot and five passengers (Davies, 2016). Since then, they have been successful with a few bumps in the road. Before the organizational and culture shift, Delta Airlines was facing bankruptcy in 2004, filing for Chapter 11 and soon avoiding bankruptcy a few years later, around 2007. Next, they were allowing third parties to make and control their flight reservations solely.

In 2008, they introduced a worker turnover sharing program that would continue to distinguish them from their competition. The latter employee plan consisted of a ten-percentage proportion of incomes before taxation besides compensation of management which is remunerated in bonuses every year (Anderson, 2015). Subsequently, Delta Airlines equally added a plan for a stock proprietorship to their employees. The latter stock ownership plan gave

the firm's workforce fifteen percent of all company equity. Furthermore, the foreign partnerships of Delta Airlines were further deepened by the organization through the acquisition of a minority stake in United Kingdom's Virgin Atlantic, GOL company in Brazil and Aeromexico, which represent three overseas aviation companies (Anderson, 2015). Similarly, Delta Airlines equally fortified their prevailing alliance with France-based carrier, Air France. Then, this organization started acquiring an oil refinery company to help save in costs for their fuel.

After the organizational shift and change in culture for Delta Airlines took place, it began to make them look more noticeable than before and even more noticeable to the younger generation. In May of 2014, when this change began to happen, Delta Airlines began to start taking complete control of their ability to make their flight reservations to serve their consumers better. Every employee affiliated with the firm received an equivalent of eight percent of their salary dues from 2014. During that time, they managed to reimburse an advance on the turnover division in October.

In the last few years, they decided to acquire the Trainer Oil refinery, specifically their own. They also became the foremost established leading air company to shift to a dollar spent versus miles flown to have it apply to their frequent flier program (Anderson, 2015). Delta Airlines has also decided to adopt ¹an opportunistic fleet stratagem that combined new-fangled airplanes with used jets that they revamped and then start to function at a low general cost. In September 2013, Delta Airlines rejoined the S & P 500 as one of the top transportation companies to conduct business for all air travel. Since the change, employee surveys showed that ninety percent would recommend Delta Airlines, a company to work for, to their friends and family.

I believe that the organizational shift or culture change made Delta Airlines more profitable and influenced the employees to be more productive than they were. The changes that took place helped shape them as a better and more noticeable company. It is a great accomplishment to overcome having to file for Chapter 11, then be able not to have to go through with the process, and then turn the company around and make it better than it was before. Leadership made sure that their employees felt like they mattered as much as their consumers. Nearly Ed Bastian and those in leadership alongside him made an excellent decision for the better of themselves, the company, their employees, and their consumers.

The Layout of the Human Resource Plan

For the layout of the human resources plan that I would suggest, I would first start analyzing objectives. I chose this one because great leaders of companies need to look for trends in the company, whether they are good or bad. After all, this will allow them to see what is familiar and what is not but can overcome the troubling objections. Second, I would choose to inventory the current human resources department because I think it is essential to know that this specific department knows and is currently practicing the skills required to work for the job given to them. Another part of the plan I would add would be demand forecasting. This will help because it is a useful business resource to predict airline sales compared to those in the past and even those sales in the past before the bankruptcy. Fourth, I would elect to estimate gaps. This will help decide future business plans by analyzing current and future states and goals accomplished and not yet achieved. Next, I would formulate and implement a plan in place. Doing this will help give peace of mind and let everyone be aware that the company's leadership is and will make decisions for the better of the company. Lastly, I would add to the plan to

monitor, control and feedback. I chose this one because it will help monitor and identify the deficiencies and remove them from the company, whether it be a person or a plan.

References

- Anderson, R. H. (2015, March 19). *Delta's CEO on Using Innovative Thinking to Revive a Bankrupt Airline*. Harvard Business Review. <https://hbr.org/2014/12/deltas-ceo-on-using-innovative-thinking-to-revive-a-bankrupt-airline>
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