

Learning journal 2014 - Week 10 - Success starts from day one

As I read this weeks assigned reading from the Harvard Business Review "Evolution and revolutions as organizations grow" I started to realize where our Mikes Bikes team went wrong. The reading provided me the knowledge that most events that occur on an annual basis within a business are the result of decisions made in business cycles foregone. The reading provided an example of a small new company choosing a complicated and formalized business structure, out of synch with it's market position. A few business cycles later this caused bankruptcy and the business was acquired by a larger company. After comprehending this under Blooms taxonomy I applied it to our team Mikes Bikes situation. When we started our business we hired far to many employees and invested very heavily in quality. We had high costs starting out and this lead to our eventual decline in profit and shareholder value. Synthesis of this reflection makes me realize that the key to success is keeping costs trim from day one. The reading of this week argued that businesses suffer from decisions made in previous business cycles, my Mikes Bikes experience tells me this is true.