

A Fresh Start

After a couple of journals of not using Daudelin's structure (Daudelin, 1996) I've decided to give it a go.

Firstly, the articulation of a problem. For me personally there were no major issues that I could see this week. However, there was a smaller, more niggly issue I wish to touch upon. In my team we do lack a little bit of strategic planning.

Secondly, the analysis of a problem. We have a general view of how we want to go about things and what we want to achieve but at times it does feel as if plans are sometimes rushed. An example of this was in advertising. All of us, myself included, decided to 'just pump up' our marketing everywhere without calculating just how effective we thought it would be compared to other firms. This may be disagreed with by other members of the team as they may 'disagree about the true nature of a problem and the likely outcomes of various solutions due to holding different perspectives, assumptions, and values' (Yukl, 2013).

Thirdly, the formulation and testing of a tentative theory. I believe it may pay to perhaps have each of us very thoroughly go over the numbers in each of our specified areas. For example, the marketing manager can handle all numbers related to distribution and branding and the R&D Officer can look at all the numbers concerning desired specs and designs as well as the cost of producing as time goes on. They could all report to the CFO and collaborate in order to work under the CFO-controlled overall budget for the business. This could also work vice versa with the CFO setting a budget for each senior staff member to allocate the best way they see fit to. This may be a good way to go, especially considering that 'involving other people can improve the quality of problem diagnosis and decision choice, but only if appropriate processes are used by the group' (Yukl, 2013).

Lastly, performing an act (or choosing not to). At the next team meeting I think I will bring up this idea and get everyone else's thoughts. Not all of us are great with numbers (guilty!) so we may have to agree on a bit of leeway if that does become a course of action.

All in all though I'm happy with the way things are progressing. Everyone gets along fine with no arguments (yet) and I'm excited to see just how well we can do things for the first rollover!

References

Wood Daudelin, M. (1996). Learning from experience through reflection. *Organizational Dynamics*, 24(3), 36-48.

Yukl, G. (2013). *Leadership in organizations* (8th ed.). Boston: Pearson.