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Introducing the Modern Workplace

Organisational Behaviour

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Presenting Organisational Behaviour of British Airways PLC

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Background of British Airways PLC

- Making history for more than 100 years and connecting Britain with the world and vice versa, British Airways provides service excellence and priorities customers and sustainability.
- Flies to around 170 destinations across the globe

British Airways Competitors

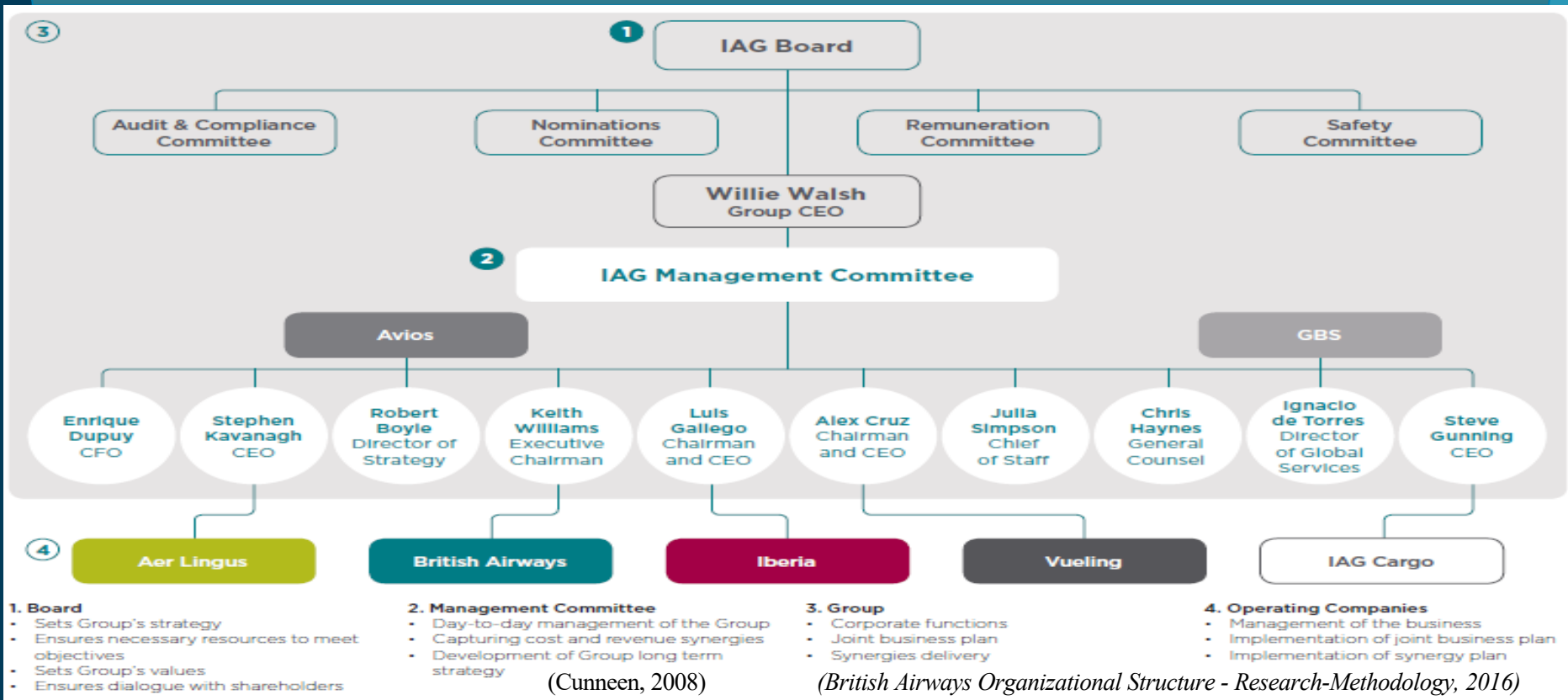
- Among the competitors of British Airways, we can mention Virgin Group, EasyJet, Singapore Airlines and Cathay Pacific Airways Ltd.
- In order to achieve better performance for their services, British Airways uses the latest technology and provides technology-oriented services.

British Airways Performance

- Britain's flag carrier operates with a strong on-time performance and very reliable flight schedule.
- Compared to a pre-COVID level, British Airways operating performance is 70% down.



Part of International Airline Group (IAG)





Organizational Structure

- Importance of organisation structure.
- British Airways(BA) has a 'tall' structure meaning it has a small number of management levels but a wide span of control.
- Advantages, less time-consuming decisions and easy supervision.
- A shortfall of this method for managers and employees.

(Cunneen,
2008)

(Grugulis, Irena & Wilkinson, Adrian, 2000)



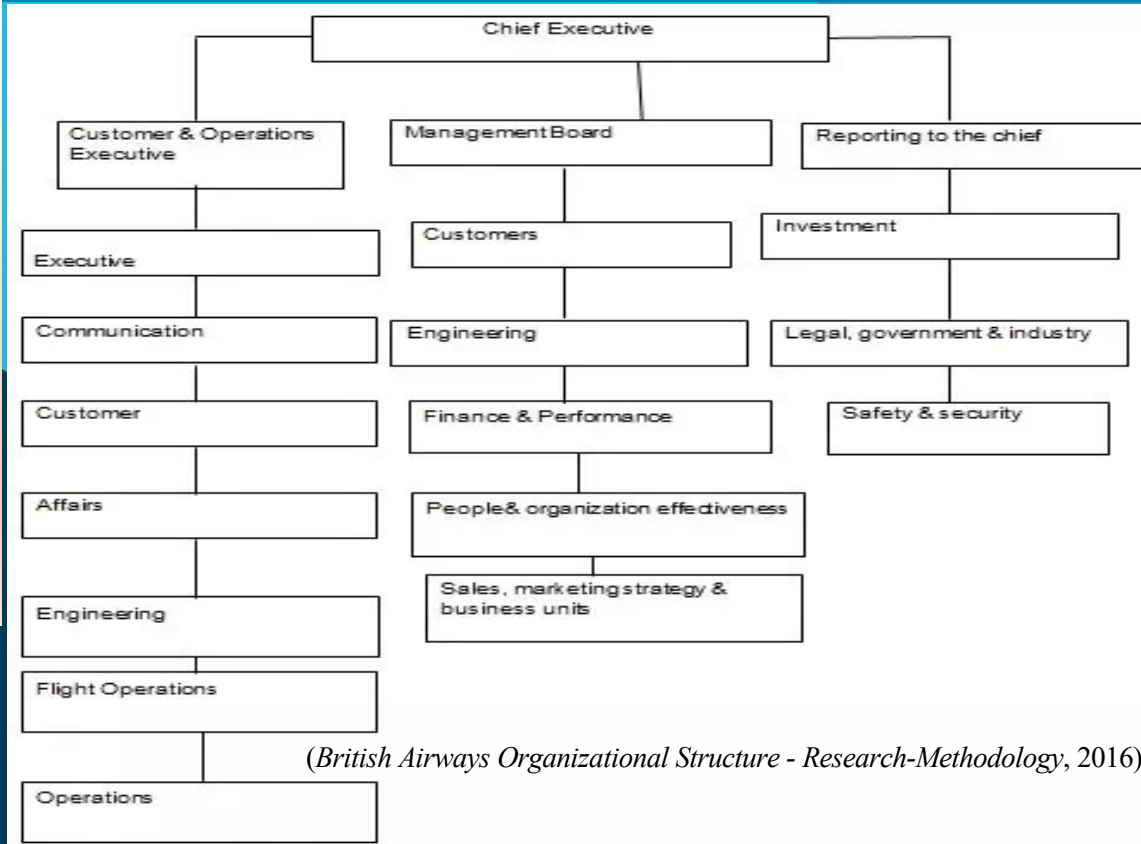


British Airways Hierarchical Structure

➤ Current Organizational Structure.

➤ Communication Problems.

➤ Relief the problems.



(British Airways Organizational Structure - Research-Methodology, 2016)

BRITISH AIRWAYS



Performance and Recommendations

➤ Performance

- ✓ How does this structure assist the organisation in achieving its objectives?
- ✓ The customer structure.

➤ Recommendations

- ✓ The tall organizational structure has to be improved.
- ✓ The employees' obligations and rights are limited. (Grigulis, Irena & Wilkinson, Adrian, 2000) (Cunneen, 2008)





Conclusion

- ✓ Are the organisational structures of British Airways good or bad?
- ✓ Cross-functional team-based structure.
- ✓ Problems of communication.
- ✓ The company's structure is decentralized.
- ✓ Solve the issues related to the structure.
- ✓ British airways "to fly, to serve."

(H.hip, 2018)

BRITISH AIRWAYS

Leadership

- CEO Ayling, in 1996-2000, had an autocratic leadership style with a goal of profitability
- He made the decisions in the firm without consulting and communicating with his employees.
- This meant that the long-term effects were not considered. Therefore, he implemented cost cutting techniques such as decreasing employees' salaries. (UKEssays, 2018)
- This may not have been an effective management strategy because it could have led to employees resigning as they would not be satisfied in the workplace.



Ensuring Stakeholders are Satisfied

- Managers must develop and implement plans that will help to propel the organisation forward.
- This involves researching the market, understanding customer needs, and developing strategies that will help the company stay competitive. (UKEssays, 2018)
- By doing this, it would allow British Airways to remain a reputable airline and keep their stakeholders in the organisation.



Financial Management

- Financial management is another important task for a manager of British Airways. Which may be seen as possibly not being demonstrated when employees were asked to work while being unpaid. (UKEssays, 2018)
- This includes setting budgets, monitoring, and controlling expenditure, and ensuring that the company remains financially viable.
- Managers must also be able to effectively manage the company's human resources, which involves developing strategies to attract and retain talented staff, as well as providing training and development opportunities to ensure that employees are able to reach their full potential.





Motivation for Employees

- An organisation like British Airways should be providing its employees with motivation, whether this is financial or non-financial, because employees need motivation in order to keep the business successful.
- Things such as bonuses (for financial motivation) and responsibility (for non-financial motivation) may be used by many organisations. This allows the company to remain profitable and successful. (UKEssays, 2018)



Leadership in British Airways

- Transformational leadership
- Situational leadership
- Social abilities
- Administrative abilities
- Career development

Gibbs Reflective Cycle

Description

- Largest Airline
 - Saving
- Meeting deadlines
 - Output quality

Feelings

Evaluation and Analysis

- **Evaluation**

- Company's reputation
 - Customer loyalty
 - Employee morale

- **Analysis**

Cost-cutting strategy.

- Minimizing waste
- Maximizing productivity

CONCLUSION

- Moral values
- Environmental ramifications
- Canvas opinions

ACTION PLAN

- Better management
- Identify area.
- Correct social plans

Factors Which Influences Group and Team Behaviours of British Airways

Organisational Culture

- ☐ Represent the values and objectives of the airline.
- ☐ Promotes safety, customer service, and cooperation (Widmann et al., 2018).
- ☐ Fostered through training, communication, and reward systems.

Communication

- ☐ Crucial for developing group and team behaviours.
- ☐ Facilitates team members' comprehension of their roles (Kumari and Iqbal, 2019).
- ☐ Promotes trust and teamwork among team members.

Training and Development

- ☐ Essential to execute their tasks successfully.
- ☐ Provides development opportunities that allow personnel to advance their careers (Sal and Raja, 2016).
- ☐ Safety, customer care, and technical abilities are the main aspects.

Leadership

- ☐ Leaders need to have a strong vision and successfully convey it to their staff.
- ☐ Culture of confidence, respect, and responsibility must also be established (Al Khajeh, 2018).
- ☐ Encourage clear communication and develop a sense of teamwork .

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