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Individual writing report of EasyJet

**BA. (HONS) Leadership and management skills
for the workplace**

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**Module: Workplace culture and its impact on
organisation efficiency**

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1. Introduction

EasyJet PLC, a well-established European low-cost airline, currently operates an extensive network of 1024 flights including 36 countries and 155 airports. This comprehensive service is made possible by a fleet of 336 aircraft. The company, founded in 1995, prioritizes advancing passenger safety and improving organizational performance. The organization uses agile management practices to optimize operational efficiency. The organization promotes a culture of decentralization, in which performance is rigorously monitored even in virtual work environments. Organizational restructuring is carried out to improve performance and cultivate employee motivation while implementing a rigorous selection procedure for key suppliers. In addition, there is a strong focus on developing long-lasting strategic partnerships with prominent operators and authorities. In addition, the company is adopting modifications to its communication paths and establishing performance benchmarks in virtual environments. (EasyJet, 2023)

In the airline industry, there is intense competition, and it is essential to have a harmonious integration of culture and structure to achieve success. EasyJet's culture, which is distinguished by its focus on innovation and profitability, is in line with its low-cost business strategy. A decentralised organisational structure allows faster decision-making, better financial results, and cost management. However, focusing on cost reduction can be in danger to employee morale and innovation. However, the challenges inherent in global management and operational coordination will require a more in-depth analysis that we will detail later to stay ahead of the curve in this dynamic competitive sky. To analyse the Internal environment: I used the SWOT tools, and for the External Environmental Macro I used Mickensy 7's, and Pestle analysis. For External Environmental Micro I used Porter's 5 Forces and Hofstede.

2. Main Body

2.1 Critically assess the relationship between the Organisational Culture and structure of EasyJet.

EasyJet achieves faster decision-making across multiple departments through a decentralised organisational structure. The promotion of cultural interaction and creativity is commendably promoted. Structure is the framework; culture is the atmosphere that influences the way people within the organization interact and work together. Starting, I felt positive about open culture, assuming it could foster creativity. However, I then observed cases where the decentralized structure creates coordination and coherence challenges. EasyJet Plc, a famous airline company, has a strong and well-established organizational culture that empowers and gives its employees the freedom to make decisions independently, (Harry, 2020).

If EasyJet implements regular cross-functional training or establishes communication channels that facilitate collaboration between different departments, this maintains an open culture while mitigating the challenges associated with a decentralised structure. The organisation's management recognises the importance of human resources and prioritises employee satisfaction and motivation. The Hofstede organisational culture model is used to analyse EasyJet Plc's organisational culture, highlighting the importance of a well-balanced organisational culture in the competitive commercial landscape. (Harvey, 2020)

2.2 Impact on achieving financial and non-financial performance.

EasyJet has a decentralised structure and an open culture that values innovation. At first, I felt optimistic, weighing positively, but as I researched and analysed, I saw that financial and non-financial performance is impacted by their corporate culture, revenue generation, cost control, operational effectiveness, customer satisfaction, rivalry in the market, environmental initiatives, and regulatory adherence. EasyJet's profitable business model and customer-centric culture enable us to succeed financially by optimising operational efficiency, (Ghosh, Pareek and Sahu, 2023).

However, prioritising cost reduction can have an impact on non-monetary aspects such as employee satisfaction and innovation, thanks to EasyJet's open culture. The impact on financial performance looks positive in terms of potential cost savings and innovation. EasyJet's organisational culture and structure are crucial factors that significantly influence its overall performance, encompassing both financial and non-financial aspects. Also, it is necessary to carefully evaluate how this culture and organizational structure balances financial profit with non-financial factors such as customer satisfaction. In 2022, the financial performance indicated a net loss of 178 million euros before taxes. (History, 2023)

2.3 Macro External Environmental: EasyJet PESTLE Analysis

Political factors

EasyJet's operations and profitability can be severely influenced by political instability and political considerations. Flight schedules and operations can be influenced by changes in aviation legislation, tax policies, and international relations. The Brexit process, which refers to the United Kingdom's exit from the European Union, has the potential to affect various operations. In addition, the presence of terrorism and security concerns could increase expenses and disrupt the overall customer experience, ultimately leading to a decrease in demand for air travel, (Sauce, 2021).

Economical Factor

EasyJet's service demand is impacted by economic cycles, exchange rates, fuel prices, inflation, consumer confidence, and unemployment rates. Fluctuations in economic cycles can result in a rise in demand for travel, although variations in currency rates can affect both expenses and income. The travel sector is also affected by fuel costs, inflation, interest rates, consumer attitudes, and unemployment rates, (Sauce, 2021).

Social And Demographic

The travel patterns of EasyJet customers are significantly influenced by cultural variations and eco-awareness. Destinations are influenced by socio-cultural trends, such as the rise of eco-tourism and remote jobs, as well as environmental concerns, such as increased carbon footprint awareness. EasyJet's services are also affected by demographic changes,

specifically an ageing population. Health and wellness trends, especially during pandemics, could decrease travel demand, (Peterdy, 2023).

Technological Factor

EasyJet, a European budget airline, encounters a range of business issues encompassing political, economic, social, technological, environmental, and legal forces. The utilisation of Porter's Five Forces analysis and the McKinsey 7S model offers valuable insights into the airline's competitive standing within the sector. An analysis is conducted on the airline's internal strengths and weaknesses while also taking into account external opportunities and threats. To enhance its business model, EasyJet should prioritise ESG concerns, (Social, Environment and governance) and implement the Triple Bottom Line framework in its financial reporting. The main factors that propel change include digital transformation, sustainability initiatives, crisis response, customer-centric approaches, and cost management, (Peterdy, 2023).

Environmental Factor

EasyJet's activities are being impacted by climate change, carbon emissions, and environmental restrictions. Climate change has the potential to disturb flight schedules and raise operational expenses. The aviation sector's carbon emissions necessitate heightened expenditure. The significance of sustainable aviation fuels is increasing to mitigate environmental damage. Furthermore, noise pollution, trash management, and biodiversity are noteworthy concerns. EasyJet's operations may be significantly affected by stringent rules about noise levels, waste management, and biodiversity, particularly near residential areas, (Peterdy, 2023).

Legal Factor

EasyJet, a British airline, is bound by multiple regulations on aviation, employment, data protection, and privacy. The restrictions encompass safety protocols, aviation guidelines, and the practice of overbooking. Modifications to these regulations can have a substantial influence on EasyJet's operations and expenses. Adhering to environmental regulations, including those related to carbon emissions and noise pollution, is essential for the airline's functioning. EasyJet's activities across EU countries may be impacted by legal changes connected to Brexit. Furthermore, stringent health and safety rules are implemented to guarantee the safety of both passengers and crew members, (Peterdy, 2023).

2.4 Internal Environmental Porter's Five Forces Analysis

Analysis Micro External Environmental for EasyJet that used Porter's Five Forces analysis that we will view below:

Threats of Suppliers: Airports are the obvious controllers of air traffic, and despite having regulations, airlines such as easyJet have received higher charges from the airports they use. EasyJet has very little control over its fuel costs but can do more to minimise its maximum usage by refining the process at airports and in flights, (Visual Paradigm, 2023)

Threats of Substitutes: Flying by aeroplane is one mode of transportation which is quick but on land, there is the possibility of high-speed rail which can interlink countries and continents. Airlines are seen as a major cause of global warming so it is understandable that governments worldwide want to be seen to support other methods of transportation such as high-speed rail. Short flights, such as London to Manchester, are being challenged by rail companies as the travel times are decreasing and the frequency of the trains on these routes increase, (Visual Paradigm, 2023).

New Entrants: Due to the global financial downturn recently, it is very hard to get access to funds for start-up businesses, especially in such a hard market as the low-cost budget airline. For this reason, there is no risk from any emerging competitors for the foreseeable future, (Visual Paradigm, 2023).

Buyers: Due to easyJet only operating short-haul flights its customers are more specific. It has now marketed itself to business passengers as easyJet flies to major cities throughout Europe and is frequent. Weaker airlines and tour operators are reducing their capacities and these are a boost to easyJet and give them a bargaining position with consumers, (Visual Paradigm, 2023).

Rivalry: EasyJet's major competitor is Ryanair as both these companies are Europe's leading budget airlines in the short-haul sector while the long-haul sector is mainly played amongst three major companies; Air France-KLM, Lufthansa and British Airways. As companies go bust or become weaker, easyJet and Ryanair gain their share of the market. Transatlantic projects between STAR and Sky team alliance members give way for a reduction of internal rivalry as some companies team up to work together, (Visual Paradigm, 2023).

2.5 Internal environmental forces: Mckinsey 7's to Analyse EasyJet (Harvey, 2020)

Strategy: EasyJet is renowned for its low-priced offerings; it has to manage long-term cost reductions while preserving its competitive edge. Customers appreciate the quality of the organization's product, being cautious not to jeopardize that dedication, (Harvey, 2020).

Structure: To mitigate potential risks and establish a strong business, the firm prioritises promoting supplier diversification across all domains and reducing its dependence on China. As a result, it will improve their flexibility and strengthen their ability to withstand obstacles, (Harvey, 2020)

Systems: EasyJet prioritises internal operations such as risk management, customer relationship management, web application development and data presentation. To meet their requirements and improve security, it implements a robust system for remote workers, improving the overall efficiency of the company such as Internet security, operational efficiency and data protection of organizations, (Harvey, 2020).

Staff: EasyJet will improve its HR department by approving online training for its new employees. Providing a welcoming work environment, fulfilling the objective of carrying out an online training system through the aggregation of videos, allowing collaboration in small groups and providing technical demonstrations, (Harvey, 2020).

Skills: EasyJet, by setting up a training and development programme for remote employees, would have the opportunity to hire new talent as large numbers of people leave their jobs due to a lack of motivation, (Harvey, 2020).

Style / Leadership Style & Culture: A supervisor can specifically greet a group chat, give feedback, and inspect work at a specific location. To improve organizational efficiency, leaders should use leadership styles or techniques that ensure good effectiveness in large teams by collaborating with smaller subordinate teams, (Harvey, 2020).

Shared values: The success of the company's business plan comes from its perspectives, strategic approach, and goals, but it could be that there is a greater focus

on sustainability when buyers are more informed on social, political, and environmental issues; The potential for accessibility would increase, (Harvey, 2020).

2.6 Internal Environmental: SWOT Analysis of EasyJet

Strengths

- EasyJet's Talent Management and Skill Improvement Process
- EasyJet's airline business development relies heavily on its employees.
- EasyJet differentiates itself from the competition with its robust brand awareness and premium-priced offerings.
- Expanding the range of income streams beyond the transportation and aviation sectors.
- EasyJet offers a diverse selection of goods that appeal to different types of customers, which helps to generate money from different sources.
- EasyJet's strong position in the airline sector has enabled them to rapidly expand and introduce profitable new products.
- Success is ascribed to customer-centric concepts, a distinctive methodology within the travel industry, (Sauce, 2021).

Weaknesses

- EasyJet's profitability is negatively affected by intense competition within the industry, resulting in a decline in revenue per unit, to manage this circumstance, its product value propositions must be evaluated impartially.
- Concerns arise over EasyJet's cost reduction measures in its supply chain.
- EasyJet's unique cost-cutting methods have led to providers' scepticism.
- A significant rate of staff attrition at the lower levels may need an increase in compensation.
- Enhancements in gross and operational margins have the potential to exert pressure on financial statements.
- EasyJet needs to establish a new resilient supply chain network in response to the evolving business model in the Transportation industry, which will incur additional expenses.

- EasyJet is experiencing a lack of investment in customer-centric services, which requires them to prioritise development and research for innovative apps focused on customer care in the years to come, (Sauce, 2021).

Opportunities

- EasyJet's products are currently experiencing a reduced inflation rate, which is encouraging higher consumer consumption as a result of lower interest rates.
- Modern consumers are becoming more inclined to experiment with novel products as a result of higher disposable income, convenient access to information, and rapid adoption of technology.
- EasyJet is introducing a wide range of products, utilising technological advancements to broaden its product offerings and increase its market presence.
- EasyJet is capitalising on its well-established brand reputation in the premium market to meet the increasing demand from customers who are transitioning to more upscale offerings within the lower market segment.
- EasyJet is strategically positioned to take advantage of the rapidly strengthening US economy, utilising its current knowledge and competitive advantage to penetrate the US market.
- EasyJet is currently investigating potential collaborations with local entities to utilise their extensive global operations and specialised skills to expand into international markets, (Sauce, 2021).

Threats

- Lack of skilled human resources: The company name may soon encounter difficulties in obtaining skilled human resources due to the high rate of employee attrition and growing reliance on novel approaches.
- The risk of IPR infringement would be one of the greatest obstacles. Particularly in China, the intellectual property rights framework is inadequate in emerging markets.
- The changing political landscape, including the trade war between the United States and China, Brexit's effects on the European Union, and the general unrest in the Middle East, may affect EasyJet's operations on both the local and international levels.
- Competitive pressures: The transport industry is experiencing a decline in the duration of new product launches. It has imposed further competitive pressures on EasyJet and other significant players. Due to its extensive clientele, EasyJet is unable to promptly address the demands of niche markets that are being targeted by disruptors.
- Demographic shifts: The eventual retirement of baby boomers provides a challenge for younger generations looking to replicate their purchasing power. As younger consumers are less committed to one company and more receptive to experimentation, this may lead to higher profits for EasyJet in the short term but lower margins in the long run.
- U.S.-China trade relations may have an impact on EasyJet's expansion strategies: This could potentially lead to a full-scale trade war, thereby impeding EasyJet's ability to expand its operations in Chinese, (Sauce, 2021).

2.7 Key Drivers for Change in Working Practices/Approaches

Some of the drivers for change in working practices include the following:

- Digital Transformation: Utilising innovative technologies for ticketing, customer service, and meeting modern customer demands, digital transformation improves operational efficiency in services, (Davey, 2018)
- Sustainability Initiatives: Adapting working practices to meet environmental regulations and consumer expectations.
- Crisis Response: Developing flexible working practices in response to unforeseen events such as pandemics or geopolitical crises.

- Customer-centric approaches: Adapting strategies based on changing customer expectations and preferences.
- Cost Management: Implementing efficient working practices to address the competitive landscape and economic challenges (Lewis Silkin, 2023).

2.8 Ethical approaches/ Ethical Dilemma of EasyJet on organisational culture

Ethical dilemmas are complex decision-making challenges, requiring refutation, choices, or alternative solutions. EasyJet should develop strict ethical standards and provide employee training to address these dilemmas, (BBC, 2014).

EasyJet Plc is a company its business ethical principles overview, we detail the following approaches:

- **Safety First:** Prioritize safety in all job activities for customers and colleagues. Report any activities that compromise safety or violate laws or policies.
- **Integrity:** Maintain honesty and integrity in dealings with people, customers, partners, and communities.
- **Conflict of Interests:** Avoid using your position for personal gain.
- **Compliance with Laws:** Act within applicable laws and regulations.
- **Speak Up:** Voice concerns about illegal or unethical conduct or situations that feel wrong.
- **Disclosure Principles:** Report any potential or existing breaches of laws, regulations, this Code, or any easyJet policy immediately financial performance, based on the values and expectations of society, (Senior Manager, 2022).

2.9 Environmental Ethical Challenges to Easy Jet Plc.

- Invest in Sustainable Technology: EasyJet Plc. allocates resources for researching and adopting more fuel-efficient and eco-friendly aircraft to reduce the environmental impact. The benefits of positioning EasyJet as an industry leader in sustainability attract environmentally conscious customers and comply with future environmental regulations.

- **Enhance Carbon Offset Programs:** EasyJet Plc. strengthen existing carbon offset initiatives or implement new programs to allow passengers to offset their emissions and demonstrate commitment to environmental responsibility, provide a tangible way for customers to contribute, and help offset the airline's carbon footprint.
- **Collaborate on Industry-wide Sustainability Initiatives:** EasyJet Plc. partners with industry stakeholders to collectively address environmental challenges and share best practices to enhance industry reputation, foster collaboration, and accelerate the development and adoption of sustainable practices.
- **Diversify and Intensify Diversity and Inclusion Programs:** EasyJet expands efforts to increase diversity at all levels within the organization foster an inclusive workplace culture boost innovation, improve employee satisfaction, and align with the values of a diverse customer base.
- **Strengthen ethical supply chain management:** EasyJet implements stricter ethical guidelines for suppliers and conducts regular audits to ensure customer expectations are met.
- **Enhance Crisis Communication Planning:** EasyJet develops a robust crisis communication strategy that prioritizes transparency and empathy during challenging times and is building and maintaining trust with customers, employees, and stakeholders, and reducing reputational damage during crises.
- **Invest in Employee Training on Ethical Decision-Making:** Provide regular training for employees on ethical decision-making and the importance of adhering to ethical standards and help to create a culture of integrity, reduce the risk of ethical lapses, and reinforce the company's commitment to ethical conduct, (Gough, 2016).

3. Conclusion

EasyJet, a European budget airline, encounters a range of business issues encompassing political, economic, social, technological, environmental, and legal forces. The utilisation of Porter's Five Forces analysis and the McKinsey 7S model offers valuable insights into the airline's competitive standing within the sector. An analysis is conducted on the airline's internal strengths and weaknesses while also taking into account external opportunities and threats. To enhance its business model, EasyJet should prioritise ESG concerns and implement the "Triple Bottom Line" framework in its financial reporting. The main factors that propel change include digital transformation, sustainability initiatives, crisis response, customer-centric approaches, and cost management.

4. Recommendations

These recommendations offer specific and concise actions to improve EasyJet's environmental sustainability and ethical practices:

- **Invest in Sustainable Technology:** Explore and adopt cleaner technologies in aviation to reduce the environmental impact of flights.
- **Strengthen Carbon Offset Programs:** Enhance partnerships with carbon offset organizations and offer transparent options for customers to voluntarily offset carbon emissions from their flights.
- **Collaborate on Industry Sustainability Initiatives:** Work with industry stakeholders to address common environmental challenges and share best practices for sustainability.
- **Diversify and Intensify Diversity and Inclusion Programs:** Strengthen efforts to promote diversity and inclusion in the workplace.
- **Strengthen Ethical Supply Chain Management:** Implement and consolidate ethical protocols in the supply chain to ensure fair treatment of suppliers.
- **Improve Crisis Communication Planning:** Develop and improve crisis communication plans to respond effectively and ethically to unforeseen events.
- **Invest in Employee Ethics Training:** Offer comprehensive training programs to strengthen employees' ethical decision-making skills, fostering a culture of integrity, (EasyJet, 2021).

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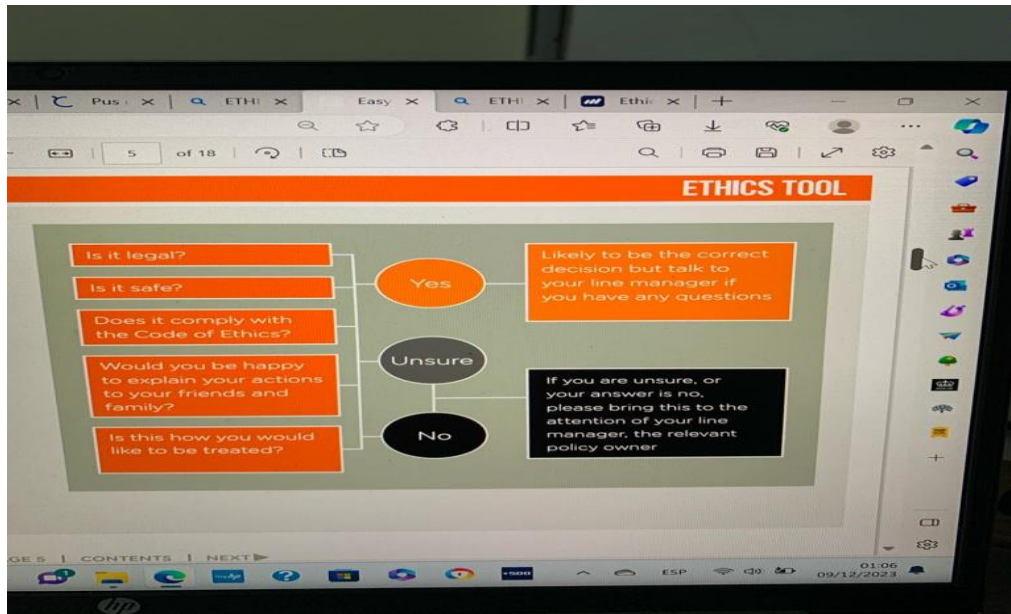
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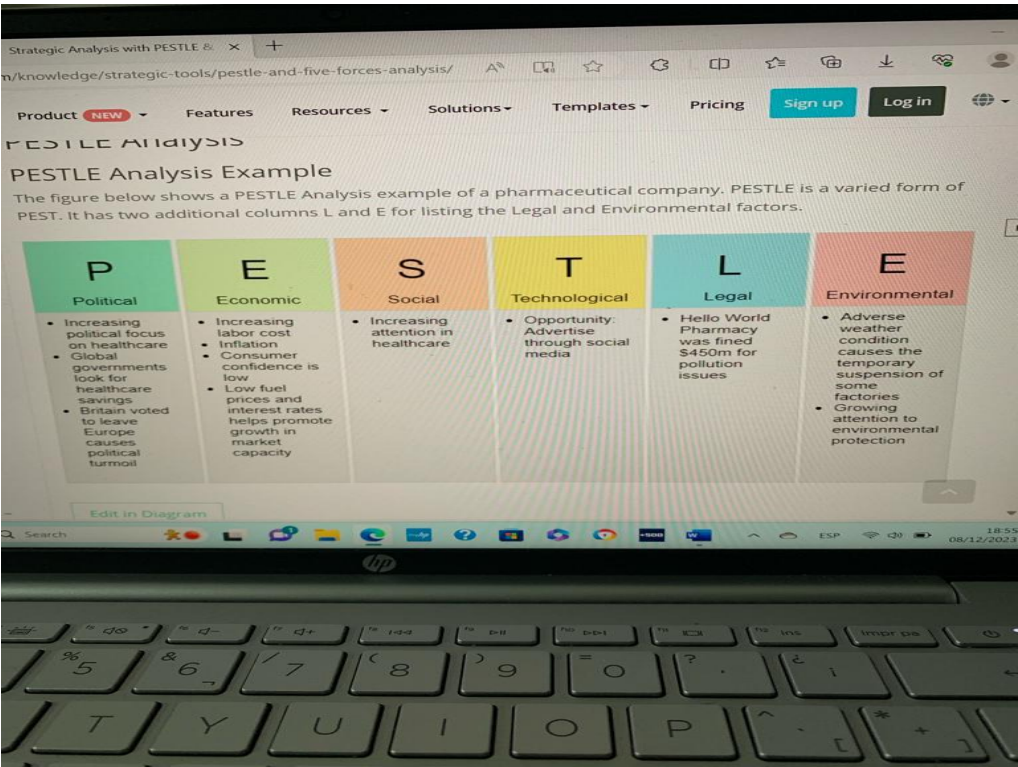
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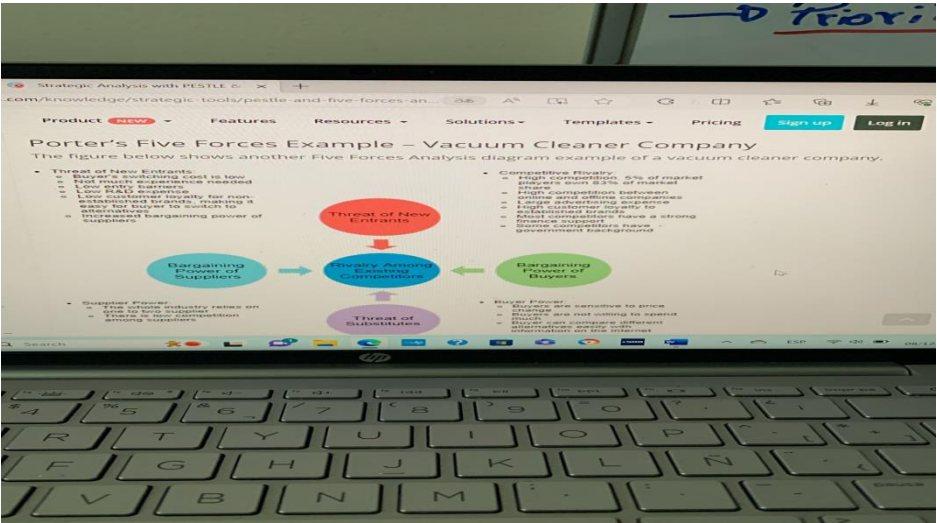
6. Appendix



Ethical tools of Easyjet



PESTLE analyses it is used in report writing



Porter's Five Forces

Worksheet 1.2 - Impact of PESTEL on an organisation

Workplace Culture and its impact (structure)

Factor	Impact on performance	Impact on organisational culture
Political	laws, taxes, inflation, rates, unemployment rates, economic growth, interest rates, and mortgages can influence the price of houses.	Anticipate, prepare, respond are the keys of the leaders.
Economic	some property investors are increasingly concerned about downside risk.	How much money we make, how much money we spend, wants and needs, competitive pricing, etc.
Socio-Cultural	have profound impact on real estate investment, influencing everything from demand and marketing pricing to property design and strategies.	specific group, ethics, this could make the culture more individual-oriented.
Technological	improve productivity through increased output directly from automated tasks, save money.	- Affect the work-life-balance. - Take people out jobs.
Environmental	Regulations are effective, they can impact the demand for housing by increasing the local environmental quality.	the geographical location, weather, climate condition, environmental effects, etc. for example, difficult climate to work or extreme weather condition.
Legal	Eliminate the market risks on future pricing, interest rates and inflation.	challenging to meet the expectation.

Exercise In the class

INTRODUCCE OF ESAYJET

Easy Jet Plc, a European budget airline, operates 927 flights across 34 countries with a fleet of 308 aircraft. Established in 1995, it prioritises passenger safety and organizational performance. The company's culture and structure, focusing on innovation and cost-efficiency, influence its performance, balancing financial and non-financial aspects.

WHAT IS THE ETHICAL DILEMMA OF EASYJET?

Ethical dilemmas are complex decision-making challenges, requiring refutation, choices, or alternative solutions. EASYJET should develop strict ethical standards and provide employee training to address these dilemmas.

TELL ME THE ETHICAL APPROACHES OF EASYJET:

EasyJet's five ethical business approaches prioritise safety, integrity, conflict of interest, compliance with laws, speaking up, ensuring compliance with policies and reporting concerns.

WHAT IS THE RELATIONSHIP BETWEEN ORGANISATION STRUCTURE AND BETWEEN ORGANISATION CULTURE?

Management structure in business shapes work culture, with hierarchical structures indicating a lack of autonomy and freedom at lower levels.

TELL ME THE TOOLS YOU USED IN THE REPORT WRITING:

I used the tools to analyze the internal environmental ~~micro~~ SWOT and Mckensy 7's, and for the external environmental ~~macro~~ MACRO, I used PESTLE analysis, Porter's 5 Forces and Hofstede, which includes six dimensions: means-oriented versus goal-oriented, internally driven versus externally driven, easy work discipline versus rigid work discipline, and local versus professional organizational culture.

GOAL OF EASYJET is to create a positive work culture

EasyJet's organizational culture is fast-paced, connected, and innovative. The company values diversity and hard work, and strives to deliver for customers in the right way.

Questions of Interview that I prepared before the interview