



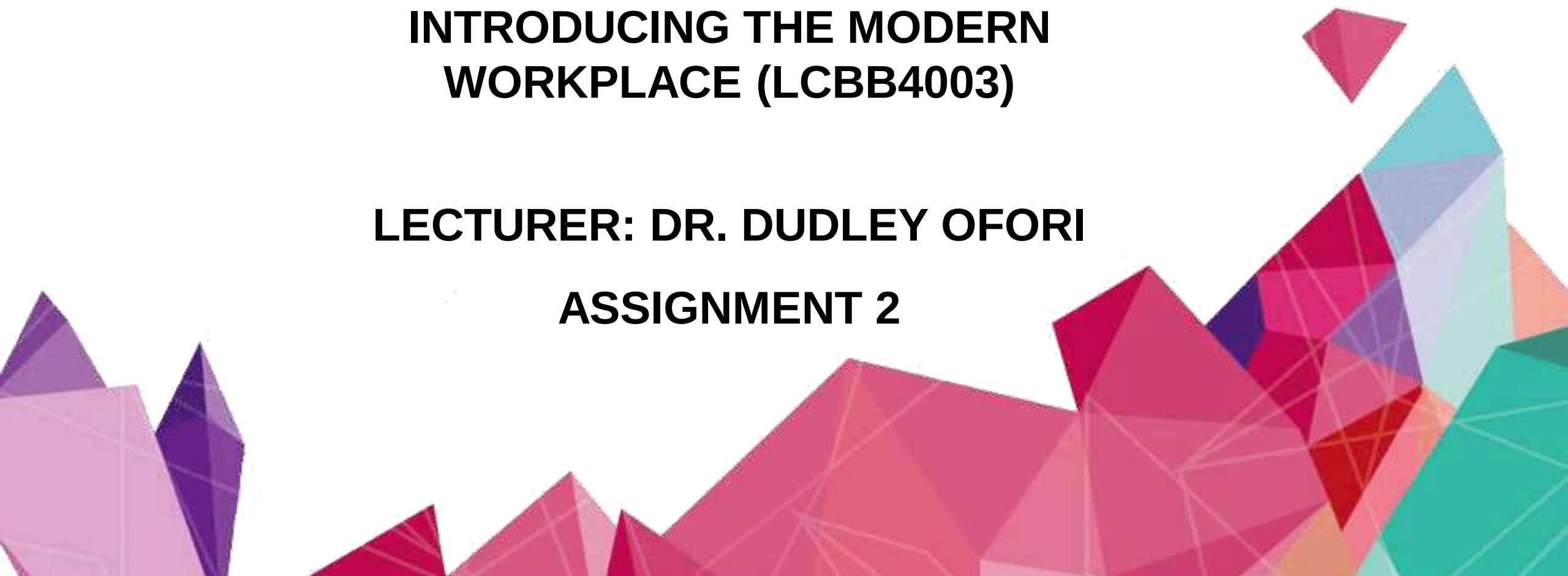
UNIVERSITY OF WALES
Trinity Saint David
London

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INTRODUCING THE MODERN WORKPLACE (LCBB4003)

LECTURER: DR. DUDLEY OFORI

ASSIGNMENT 2



GROUP PRESENTATION



Microsoft



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Introduction

Microsoft is at the forefront of enabling people, groups, and communities with its innovative tools and solutions in this fast-changing digital world. The company has consistently changed the way we interact with technology, creating new benchmarks for quality and altering the course of history.



The Beginning of Microsoft

- Established on April 4, 1975, by Bill Gates and Paul Allen
- 1981 - First modified operating system MS-DOS (disk operating system)
- 1990 – Microsoft released Windows (graphic user interface)
- 1995 - Windows 95
- 2001- Windows XP



Fig.1 – Bill Gates and Poul Allen, founders of Microsoft

Microsoft TODAY!

- Corporate headquarter in Redmond, Washington, U.S
- Revenue of \$198 billion in 2022
 - Annual gross profit:
 - 2022- \$135.62B, a 17.06% more than 2021
 - 2023-\$142.094B, a 7.37% more than 2022
- Research labs in England, China, India, Canada and U.S.

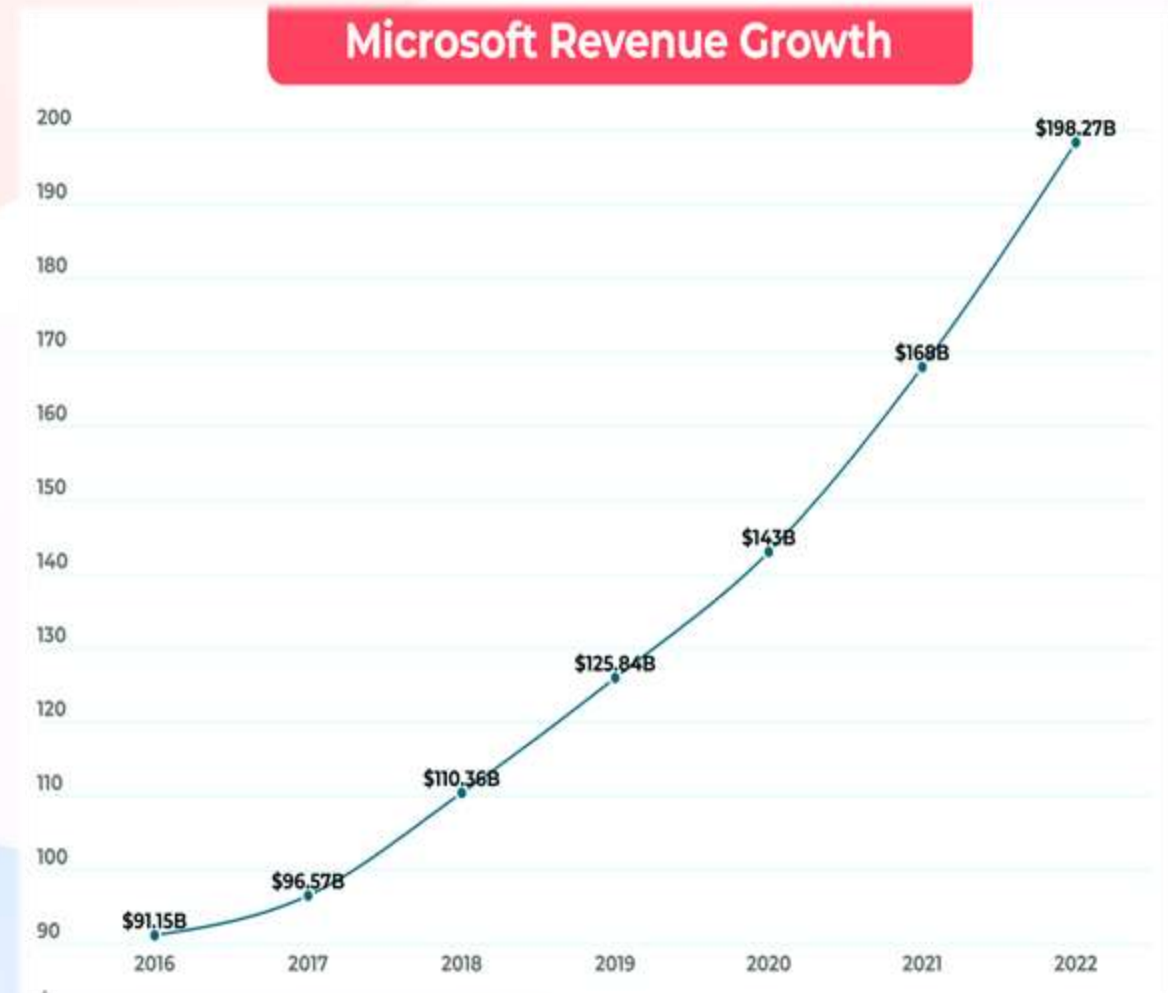


Fig.2 – FourWeekMBA BI Analysis-data; Microsoft financial

TOP 3 MICROSOFT COMPETITORS



- Enterprise solutions



- Cloud segment

VS



- Hardware, mobile operating system

Interesting Facts about Microsoft

- More than 180,000 employees in more than 100 countries
- In 2023, the Microsoft market cap reached \$2.254 trillion
- 1999/2001 - guilty of illegally trying to maintain a monopoly
- 2004 - Microsoft were fined for monopoly practice (\$611 million)
- 2008 - Fined by EU for illegally bundling multimedia software (\$1.35 billion)
- Windows runs on 1.6 billion active devices in 2022
- About 100 million gamers use Xbox in 2022



What is an Organizational Structure?

- The functioning structure and the process of how operations flow through the company.
- **Mechanistic** - Traditional organizational structures tend to be more formalized. It enables teams to manage tasks within the confines of their respective responsibilities.
- **Organic** - Less traditional structures are more loosely woven and flexible.

(Devaney, 2023)

(Society for Human Resource Management, n.d.)

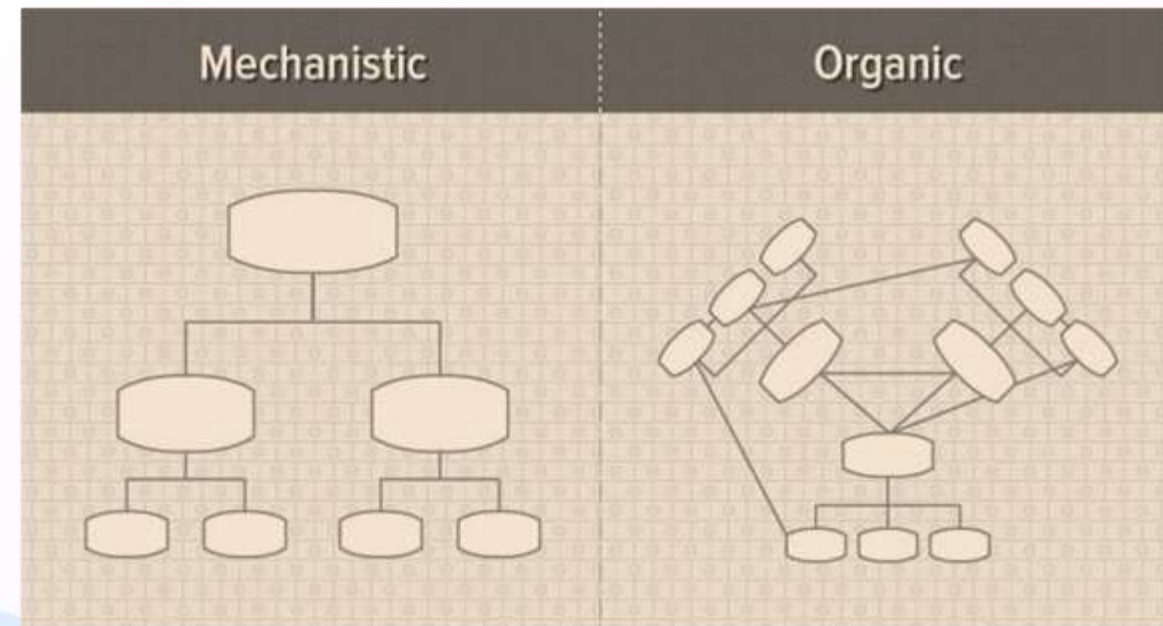


Fig.3- Mechanistic vs. Organic Organizational Structures

Types of Organizational Structure

Functional Organizational Structure

Market-Based Divisional Structure

Process-Based Structure

Matrix Structure

Network Structure

Product-Based Divisional Structure

Geographical Divisional Structure

Flat Structure

Circular Structure

Microsoft's Organizational Structure

Product-Based Divisional Structure



Fig.4- Organizational Structure By Product.

(Nasrudin,
2022)



Fig.5- Microsoft's Executive Leadership

(Organimi,
n.d.)

Advantage

- **S** The entire company is not influenced by the performance of the different product departments.
- The departments are semi-autonomous, allowing them to approach the product however they decide is most suitable.
- More flexible when encountering market changes giving departments diversity in tasks.

(Devaney, 2023)

Disadvantage

- **S** Product departments compete for the same pool of resources which might cause disruption in performance due to competitiveness.
- Loss of a product department can affect company balance on several layers.
- Sense of disconnection from the main company and belonging only to the product department.

(nibusinessinfo.co.uk, n.d.)

Impact on Microsoft



- Since Nadella assumed the role of CEO, Microsoft has undergone substantial changes, including a shift in strategic focus and a cultural transformation.
- Under Nadella's stewardship, Microsoft has seen significant growth in its cloud business, regained its competitive edge, and achieved a trillion-dollar market cap.

(Prakash,2021)



Fig.6- Satya Nadella's success story.'The complete journey of Microsoft's CEO'

Leadership Style

- Nadella's leadership approach is frequently characterized as transformational. He has a knack for inspiring and motivating his team, fostering an environment conducive to innovation and risk-taking.
- A prime example of his transformational leadership is his advocacy for a "growth mindset" within Microsoft, promoting a culture that embraces challenges, learns from failures, and constantly seeks to improve.

(Prakash,2021
)



Fig.7- Understanding Leadership Style: [leadership understanding example - Bing images](#)

Key Tasks

- Nadella's primary responsibilities as CEO encompass strategic planning, decision-making, and team management.
- Nadella made strategic decisions to acquire major companies like LinkedIn and GitHub, significantly expanding Microsoft's portfolio and user base.
- A standout strategic decision by Nadella was to prioritize cloud computing, which led to the creation and success of Microsoft Azure.

Microsoft (2022)

LinkedIn



Microsoft

Fig.8- Microsoft's Acquisition of LinkedIn
[linkedin microsoft - Bing images](#)

Essential Skills

- Nadella brings a host of crucial skills to the table that enables him to effectively carry out his tasks, including communication, strategic thinking, and adaptability.
- His strategic thinking was on display when he decided to acquire LinkedIn, integrating it with Microsoft's suite of products to unlock new business opportunities.

(Zada,2020)



Fig.9- [essential skills example - Bing images](#)

Application of Leadership Theories in Microsoft

Theory 1: Transformational Leadership

- Definition: Inspiring and motivating followers by appealing to higher-order needs
- Example: Satya Nadella, Microsoft CEO
- Cultural shift and growth mindset
- Fostering innovation and collaboration

(Bass,2006)



Fig.10- Transformational Leadership theory

Source:

<https://meridianuniversity.edu/content/what-are-transformational-leadership-characteristics>

Application of Leadership Theories in Microsoft

Theory 2: Situational Leadership

- Definition: Adapting leadership style based on follower maturity and competence
- Microsoft's approach to different teams and individuals
- Tailoring leadership style
- Example: Different approaches for skilled employees vs. less experienced teams

(Hersey,1977)



Fig.11- Situational Leadership Theory

Source: <https://studiousguy.com/situational-leadership-theory/>

Application of Leadership Theories in Microsoft

Theory 3: Contingency Theory

- Definition: Matching leadership style to the situation and context
- Microsoft's response to changing technology landscape
- Embracing a growth mindset
- Learning from failures and capitalizing on opportunities

(Fiedler,1964)



Fig.12- Contingency Theory of Leadership

Source : <https://www.paretolabs.com/fielders-contingency-theory/>

Application of Leadership Theories in Microsoft

- Microsoft's success attributed to the application of leadership theories
- Transformational leadership: Inspiring innovation and growth
 - Situational leadership: Adapting to follower competence
 - Contingency theory: Navigating complex challenges

Factors Which Influence the Group and Team Behaviors

From "**me**" to "**we**" !

1. Productive and aligned teams
2. Leadership and community engagement
3. Empowered, self-service collaboration

(Inside Track,2020)



Fig.13- The breadth of seamless teamwork at Microsoft

The Key Need Within Teamwork Space



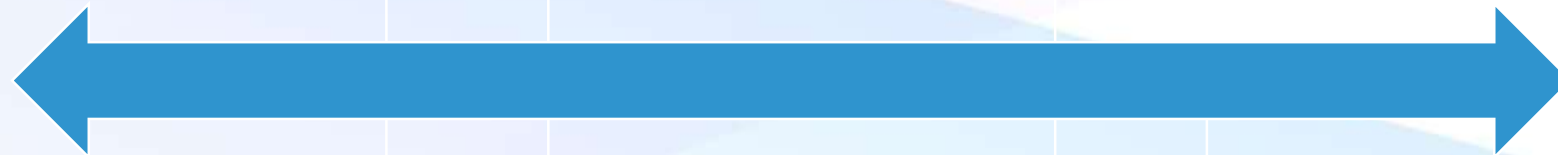
COMMUNICATION



**CONTENT
SHARING**

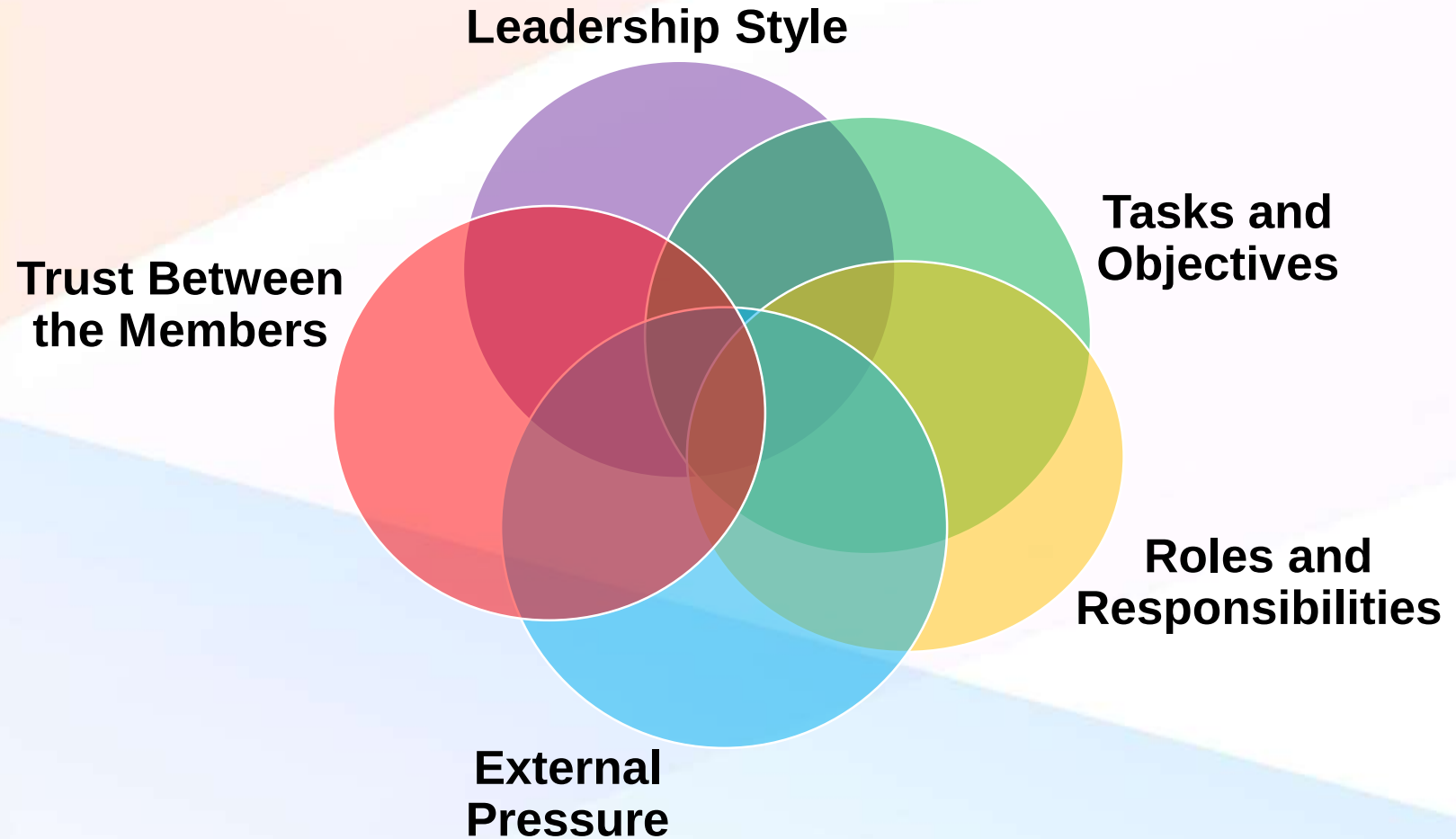


COLLABORATION



(Inside Track,2020).

Wide Range of Factors Influencing Groups and Teams



(Microsoft,2022)
(Siwok,2019)

Wide Range of Factors Influencing Groups and Teams



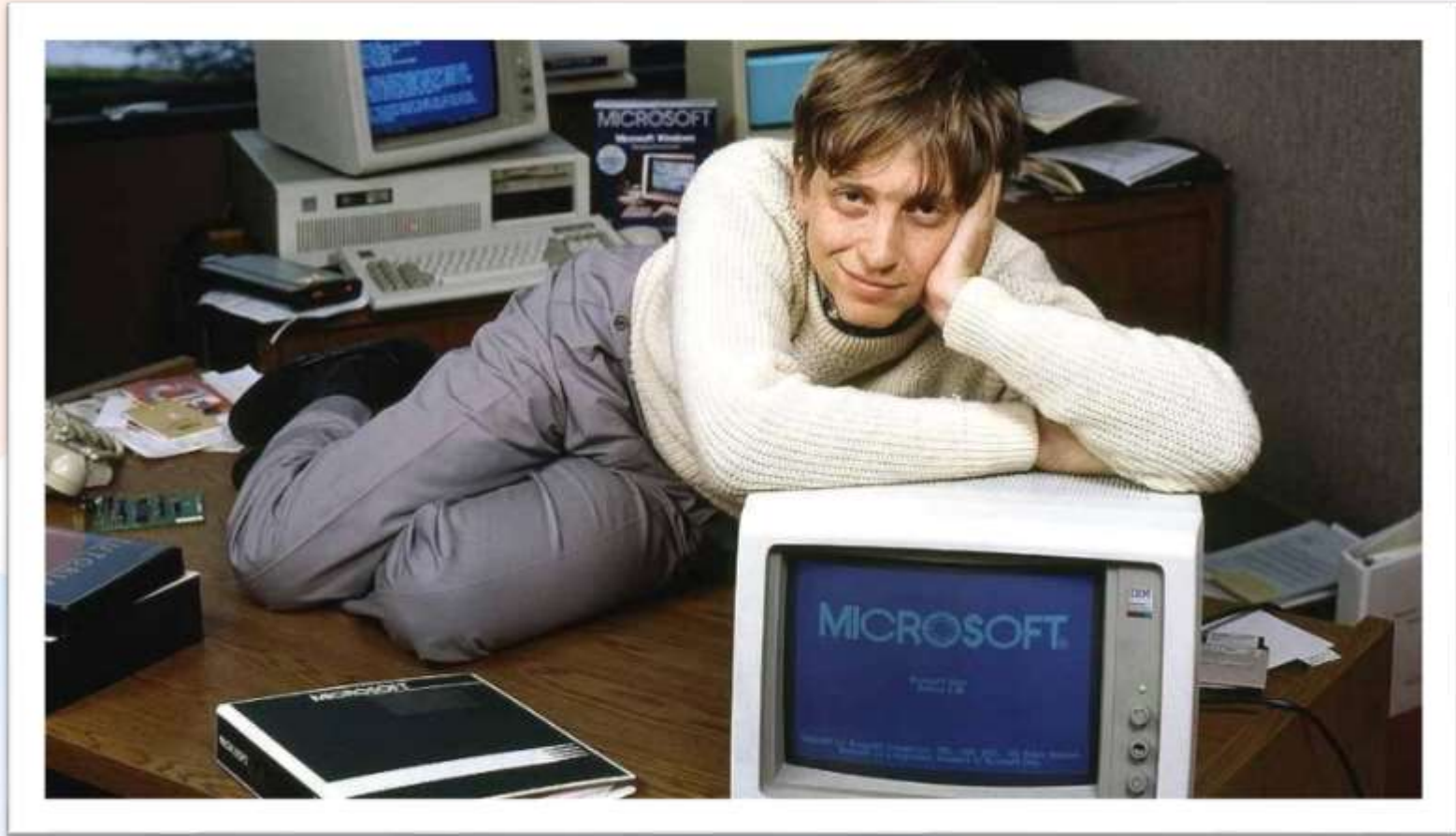
(Being Intelligent,2022)
(Siwok,2019)

Conclusio

- ✓ We described Microsoft's profile (background , performance , competitors).
- ✓ We explained the relationship between the organizational structure and its performance.
- ✓ We discussed the tasks and skills that a managers uses to run Microsoft.
- ✓ We revealed how leadership theories can be applied.
- ✓ We have evaluated the factors which influence the group and team behavior.



Thank you for your attention!



Questions?

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