

SCHOOL OF BUSINESS
LONDON CAMPUS

*Analysing the Impact of Organisational Structure, Culture, and Employee
Motivation on DJI's Performance*

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Abstract

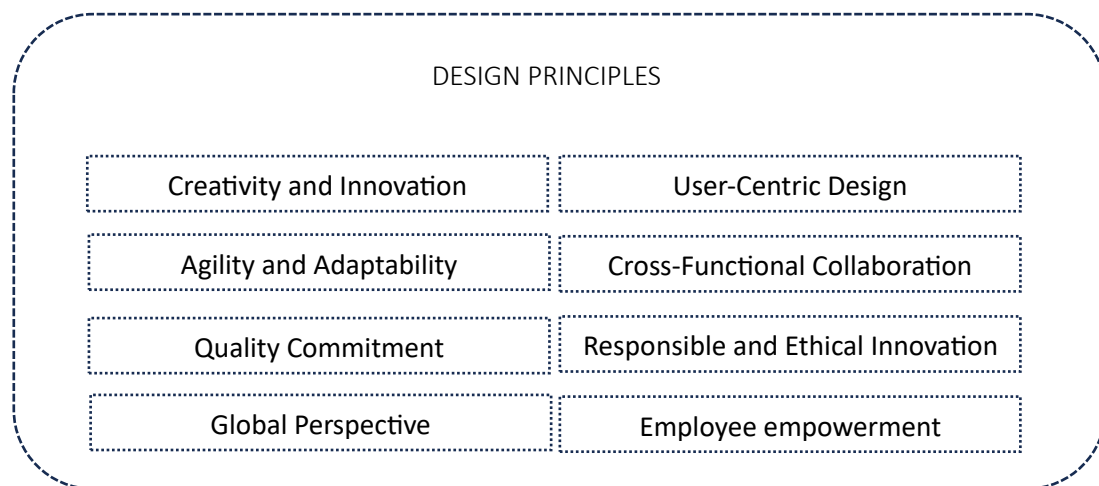
The following essay focuses on providing a thorough analysis of the organisational structure and the factors associated with the motivation and performance of employees using the global DJI drone company as a case study. The following questions will be studied:

- *How are the organisation structure and culture related to DJI performance?*
- *How are its employee motivated?*

Introduction

Da-Jian Innovation or also known as DJI is the global dominant specialising in unmanned aerial systems and technology. Its rapid speed of innovation has placed the company at the top of the drone industry locking its position due to maintained growth. DJI pays its success due to the innovation, and behind that stands its people. In this essay I will be looking into how DJI's structure is organised, what dynamics are found within, and the intricate relationships between those. This essay will provide further analysis and insights into employee motivation, corporate culture and other factors that help DJI maintain its key position within the drone industry (DJI, 2023).

A significant factor to consider is the geographical location of the headquarters of DJI, which is in Shenzhen, China, also known as the Silicon Valley of Asia. This immediately puts the company in a place of high benefit as the surroundings offer high competition that therefore lead the company to seek and maintain constant research, growth, and development in order to hold its positions (Pereira, 2023).



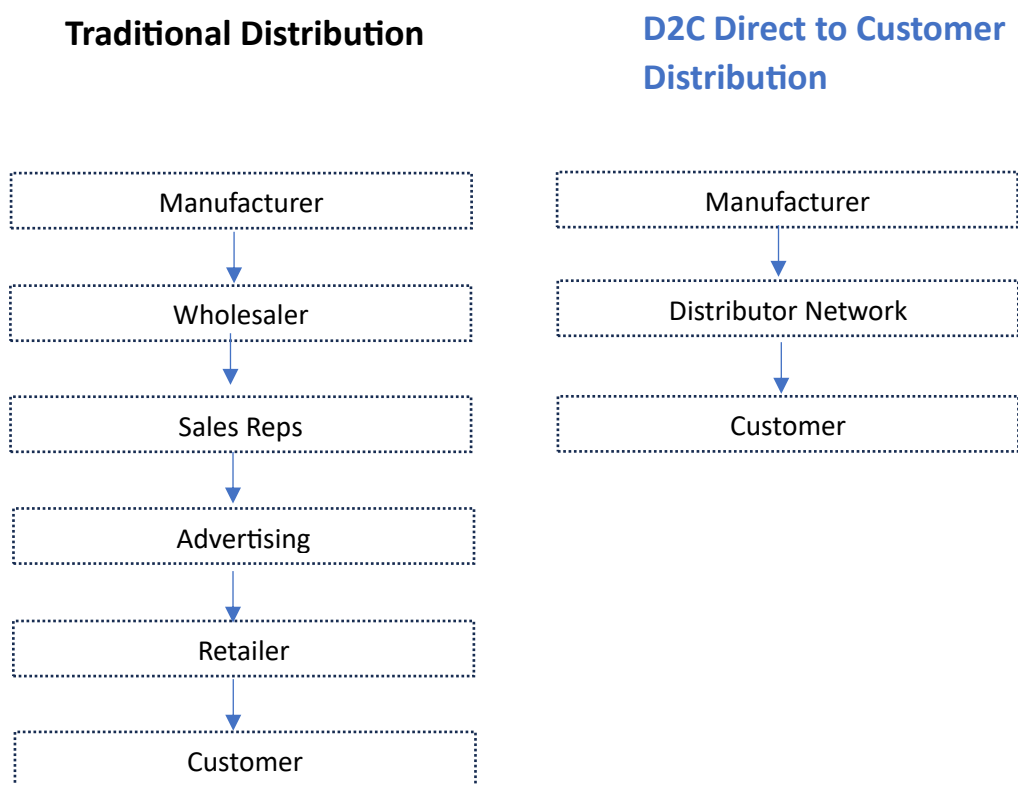
Organisational Structure

The performance of DJI is vastly shaped by the organisational structure. The company's evolvement is impressive, being established as a start-up and transforming itself to a global industry leader, DJI's skills for adaptation prove to be highly developed. The fast response to technological advancements that DJI

demonstrates amongst the changing digital market is based on quick decision making and adaptability that enables the company to achieve its goals. Maintaining forefront position for the company is essential as it operates in an industry which evolves rapidly (Mullins, 2019).

The impact of DJI's organizational structure on its performance is evident in its ability to maintain a leadership position in the drone market. The agility afforded by its flat structure enables the company to bring new products to market efficiently and respond to customer needs in a timely manner. Additionally, the emphasis on cross-functional collaboration within the organization fosters innovation, a key driver of DJI's success (Pereira, 2023).

DJI attracts its customers in a unique way by establishing a direct connection with them. This is achieved through the Direct Sales Business Model that allows the company to offer its services directly to the end customer by a variety of sales consultants and networks without involvement of the middlemen ensuring more personal relationships with their consumers (Mullins, 2019).



Direct Sales Business Model's Advantages

The Direct Sales Business Model develops strong relationships with customers and provides meaningful connections based on loyalty and high class products and services. The lack of middlemen removes the barrier between DJI and the consumers, which allows the company to see better the real needs of their consumers and adapt to them in order to deliver a better product. DJI pays attention not only to new customers but also to retaining its existing customers.

Effective Marketing Strategies:

Direct Interaction between the end buyer and their feedback. This allows the enhancement of targeting and learning the language of its consumers.

Adaptability to the Market:

The Direct Business Model has high adaptability to the market as it gives the opportunity for reinvention in the event of unpredicted circumstances such as economic instability due to the close connection with the end buyer. DJI can easily visualize the needs of their audience/target customers and to make the necessary investments in order to meet these, by adjusting the production in size, scales and quantities (Pereira, 2023).

Cost and Price Control:

This business model allows better and more accurate price as it regulates its pricing more effectively according to the end consumer. It also cuts high volumes of cost due to the middlemen not being involved and that is why DJI is able to offer more competitive price on the market compared to other companies that offer similar products and services.

Access to Customers:

As it is not so easy to build a client base at the beginning, the direct sales gives the chance for sales reps to start building on their client audience by selling to acquaintances, family and friends. As DJI is globally renowned, the audience is very well established and ensuring that their customers could be another opportunity to attract more consumers, the company builds in ways that can be interactive with their products and for their consumers to be able to share more with their close circles (Pereira, 2023).

Culture and Performance:

The corporate culture of DJI has its roots deep in innovation and technology alongside commitment to maintaining excellency. It relies heavily on its employees to be creative and to show continuous improvement. These values allow the company to continue to grow and their products to deliver even broader audience. The company's ability to deliver constantly groundbreaking products comes from the well aligned balance between their corporate culture and its performance. The innovation culture allows employees to collaborate efficiently which leads to the development of their technology (Buchanan, 2016).

Employee Motivation Strategies:

Innovation is sustained where there is effective and efficient group of individuals that are willing to create and improve and this is guaranteed when the motivation strategies are in place. To satisfy basic

needs of the workforce DJI has considered multiple aspects of their employee's wellbeing which will be looked at below according to the Maslow's Pyramid of needs (Boddy, 2017).



Incentive Programs and Compensation:

- Competitive Salaries and a variety of benefits that retain the most talented individuals.
- Performing bonuses and stock participation options allowing for a sense of ownership

Opportunities for Professional Growth:

- Variety of opportunities for enhancement of skills and career progression.
- Continuous learning and training
- Equipped to drive innovation and product development and benefit from these.

Employee empowerment:

- Sense of ownership in the decision making process
- Fostering innovation, where ideas of the workforce are valued and carefully considered.
- Collaboration that increases the level of engagement

Communication and transparency:

- Open communication and transparency throughout their working processes
- Keeping the workforce of key decisions about the company's services and products
- Understanding of significance in roles within the broader context

Team Collaboration and Cross-Functional Projects:

- Promoting collaboration through cross-functional projects
- Creating a sense of camaraderie among employees
- Employees working on cross-functional teams gain exposure to diverse perspectives.
- Contributing to a culture of innovation and adaptability.

Competitive Compensation and Benefits:

- Competitive salaries and benefits to attract and retain top talent in the competitive technology sector.
- The company's commitment to providing a competitive compensation package ensures that employees are motivated and satisfied.

Recognition and Awards

- Variety of recognition programs and awards
- Creating a culture where high performing employees feel valued and acknowledged

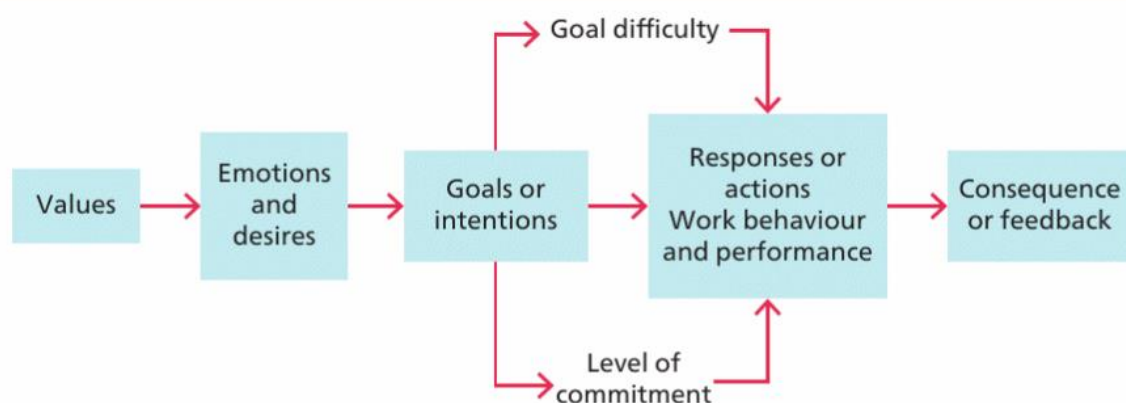


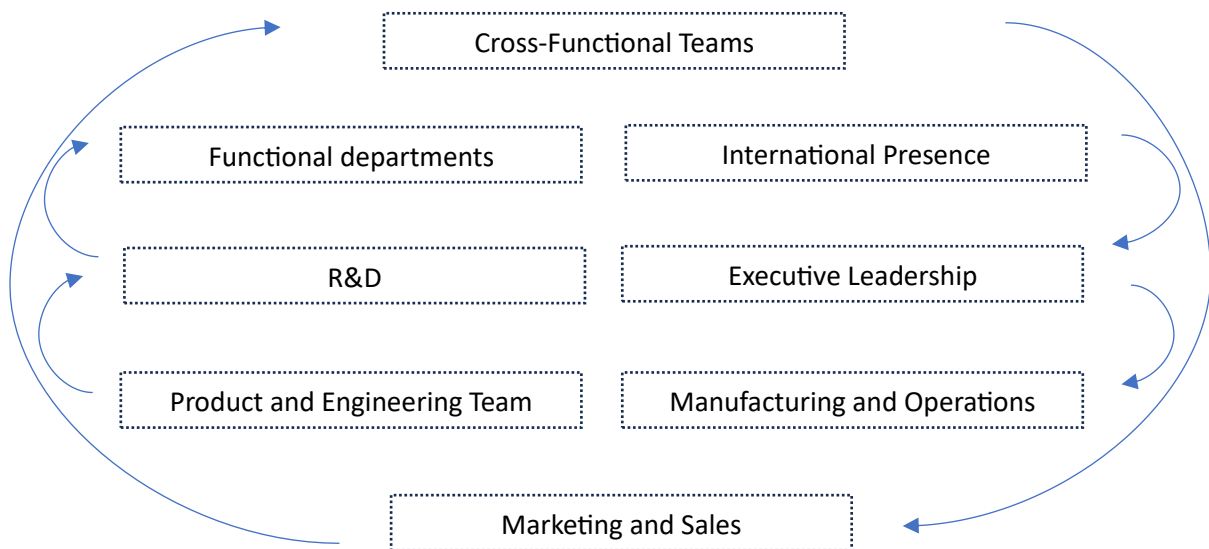
Figure 7.9 An illustration of Locke's theory of goal-setting

(Mullins, 2019, p. 272)

Performance

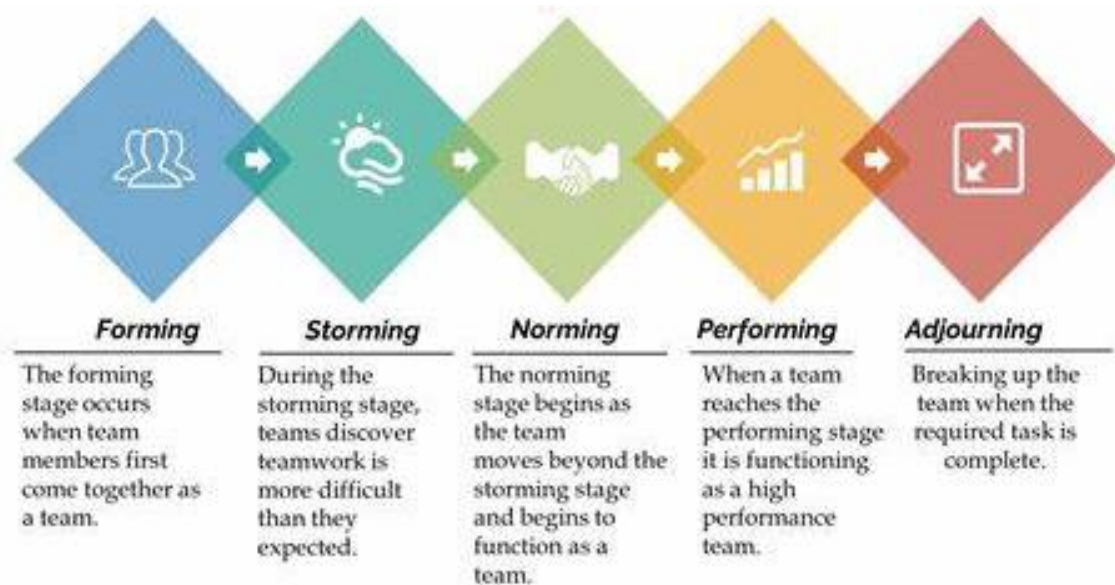
The company organisational structure allows for adaptation, and this opens the opportunity for efficient navigation through multifaceted performance and to evolve in the ever-growing industry of technology. The innovative and technology-driven corporate culture ensures a continuous stream of cutting-edge products, contributing to the company's competitive edge (Buchanan, 2016).

How the employees are motivated plays a critical role in sustaining the high performance of DJI. Motivated team members are more likely to feel higher sense of belonging which immediately increase their productivity and opens the realm of innovation (DJI, 2023).



Challenge and Considerations

Despite the significant success of the company, challenges are present within DJI, and this is how the company moves and grows. Within each team there are variety of changes happening that are staged accordingly. For example, when a new team is formed, initially group members need some time to get accustomed to the way of working that the other members possess (Buchanan, 2016). Due to the global presence, it possesses, the company retains large number of teams and level of experience, and this demands everyone to be more inclusive so that potential conflicts could be avoided. Collaborating with external stakeholders is also another challenge that drives the company forward such as their collaboration with the camera company Hasselblad (Buchanan, 2016).



Conclusion

To conclude, the constant success of DJI is largely due to the way the company manages its structure and employees. Maintaining and managing successful team that is able to work collaboratively can only

be achieved through effective communication in order to ensure that each team member benefits from the work they put in and their sense of belonging. DJI is undertaking multiple initiatives to ensure that employees are motivated and is applying organisational strategies that approach each department in the appropriate needed way.

DJI's successful story of organisational corporate structure provides valuable details and insights that are crucial for businesses' evolving over time. The groundbreaking products the company offers, together with the workforce it retains, puts DJI high in the ranking within the technological and drone sector. The approach to the organisational dynamics sets an excellent examples and create a benchmark for other companies to follow as an inspiring model within this market.

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