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Assignment

On

Leading and Implementing Workplace Change at Tesla, UK

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Introduction

The fast-evolving business landscape requires organizations to continually adapt to both internal and external changes to remain competitive. As organizations face a range of triggers—ranging from technological advancements to global competition—change management has become an indispensable strategy for achieving business success

(Sheth, 2020). This assignment focuses on critically analyzing the change management process within the context of Tesla, a company that operates in a dynamic and highly competitive industry. The objective is to explore the relationship between environmental change and organizational capability, examining how Tesla manages change to maintain its competitive edge. Additionally, the assignment aims to evaluate the nature of organizational change, with a particular focus on leadership's role in driving change initiatives. The impact of organizational culture on the change process will also be critically analyzed, alongside the evaluation of contemporary issues affecting business management, particularly in the context of rapid technological advancements and global market trends.

A brief review of the CURRENT state of the Company

Tesla, Inc is a company that deals in electric vehicles and clean energy, which was established in 2003, by Martin Eberhard alongside Marc Tarpenning with Elon Musk taking charge a little later. The company Tesla falls under the automobile industry, energy generation/energy storage industry. The company is tapped into the UK market in the year 2014 whereby it opened its first store in West London with a view to launching its new models of innovative electric cars such as a Model S (Hopkins & Lazo nick, 2024). Since then, Tesla has rapidly grown its infrastructure across the UK through a rapidly increasing number of Supercharger stations and Tesla service centers. The firm has acted as a catalyst of change in the British automotive industry by promoting the demand for electric cars and thereby spurring new innovations in sustainable energy, renewable resources, and self-driving cars. The main goal of Tesla is to speed up this world change into sustainable energy user, for this reason all the energy sources are so easy to from the previous time. Elon Musk is not the founder of the Tesla company; its founder is Nikola Tesla (Shao et al., 2021). Nikola Tesla

was an engineer besides being the specialist and scientist of the alternating current (AC) electric system. The AC swinging current is taken into perspective as a dominant structure of the contemporary period.

All of Tesla's cars are powered by electric energy. According to Tesla, it is achievable to operate with the concept of zero emission rate in this modern technology period. From this perspective Tesla makes some energy storage products that are self-clean energy products (Luo et al., 2021). Initially in 2008, the company unveiled its Roadster, an outstanding model, so it is a great battery and electric power train. Model S was Tesla's first special car and excellent for safety, versatility as well as performance. best range of the 21st century's electric vehicle as well as the air software-based product that record its 0-60 mph acceleration time in 2.28 sec & its specification is vindicated by motor trend. Following this performance of Tesla, it established many new products day by day like Model X, Secret Master Plan, Tesla Semi, CyberTracker, and Model Y which is so brander products. All the performance of the products is so innovative (Hopkins & Lazo nick, 2024).

Current Change Initiatives

Tesla has implemented a series of change initiatives in response to the evolving business environment and emerging challenges in its industry. Among the major changes made, the readers can identify the adoption of roster duty schedules as one of the most significant and innovative strategic solutions aimed at maintaining the company's operations while preserving employee health and safety (Oji, 2024). With the organization experiencing change in its operations due to factors such as globalization, rapid technological advancement and other changes, efficiency of operation has been a crucial factor while attempting to make significant improvements in employee health and well-being.

Roster duty is a particularly common scheduling model where the workforce is divided into specific groups and assigned to certain days of the week. As it concerns this scheduling concept, it is amazingly effective in preventing overcrowding in organizations while maintaining the standards of health (Hopkins & Lazonick, 2024). Through varying the days of work of the employees, Tesla tries to reduce the possibility of operational interruptions; thus, a better organization of human resources can be achieved. The devoted roster is indicated to be a proper practice when it comes to handling situations that cannot be predicted by the company and yet do arise externally thereby helping the company remain flexible in its operations despite the external shocks (Hopkins & Lazonick, 2024).

Tesla has also embraced other significant measures that protect employees, for instance, mask-wearing, hand sanitizing, and physical distancing policies. The organization has

undertaken various initiatives regarding the past challenges in global health and these are still useful in ensuring safety at work (Hopkins & Lazonick, 2024). In addition, the company has implemented the use of modern technology and systems in a way that allows workers to work remotely where possible to keep the business up and running without having to assemble all employees at one location at any one time (Ojji, 2024).

These activities do not only prove Tesla's adaptability to new threats, but it is a testament of its corporation to make its business models more robust during crises. The initiation of such tendencies speaks volumes of Change Management at Tesla as well as acknowledges the organization's ability to adapt to the emerging change in the business landscape (Ojji, 2024).

An Explanation of how Changes in the External Environment

Political Factors

Political factors remain prominent determine factors of Tesla's growth in the United Kingdom. There has also been, especially with the country's post-Brexit policies focusing on both sovereignty and environmentalism, a drive to strengthen sectors in accordance with sustainable development goals. The current UK government has in the recent past shifted its attention towards the support of green technology to fulfil carbon reduction objectives leaving manufacturers of electric vehicles such as Tesla to enjoy the fruits of this strategy (Gavis, 2023). Following Brexit, there has been more freedom in defining rules policies and rewards based on the local needs. This has led the UK to establish friendly policies on taxes that offer incentives for EVs, subsidies and grants that create a good ground for Tesla. In its drive towards emissions cut, the UK government has targeted the build-out of infrastructure for EVs, including charging facilities, that directly benefit Tesla's users' experience and mining of owning an EV car. Second, other policies aimed at decreasing the damage of transportation to the environment have fostered a favorable market for Tesla automobiles where electric automobiles enjoy tax incentives over conventional internal combustion automobiles (Luo et al., 2021). These incentives not only make Tesla's cars affordable but also the message from the government on commitment to environmentally friendly solutions enabling buyers to trust the brand. Also, activities related to research and development enjoy the appearance of regulatory support for electric vehicles, as adherence to environmental legislation is still necessary for continuous growth in future (Chehertma, 2022). The net effect of all these political factors is to provide Tesla with the needed

opportunities to gain more market share and grow in the UK, to enhance its standing in the global EV business at the same time as benefiting the sustainability prospects of the nation.

Economic factors

The performance of the business in the UK market necessitates economic factors such as sales growth and profitability of Tesla. Interest rate, inflation and exchange rates coupled with overall economic growth are, inter alia, economic factors that directly impact the consumer ability and willingness to purchase goods that have higher unit costs such as the vehicles with electric power (Qamar et al., 2021). Take for example the interest rates which define the costs of loans, which are a major factor among car consumers, especially the price-conscious Tesla targets. If interest rates increase, borrowing is discouraged, which may delay EVs. The second consideration is inflation, because a faster increase in product and service prices around the world, including production materials and renewable energy, may increase Tesla's expenses (Luo et al., 2021). The price of renewable energy also affects Tesla's economic equation, since the firm relies on clean power to run its operations and recharge its automobiles. This could move down the scale of EV price competitiveness, which is Tesla's goal to make EV ownership cheaper than owning a conventional car. Fluctuations in the exchange rates also have their impact on the cost structure and the profit of Tesla because it depends on the international components for most of its supplies and equally sells cars in international markets by having to deal in other currencies (Song, 2022).

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Social factors

There are always social factors that affect consumers concerning their social class, trends, and other related issues especially as they affect Tesla entering the market in the UK. It has emerged clearly that the newer generations are far more conscious of environmental impact issues like carbon footprint and climate change affecting their choice of green or environment friendly products. Which shifted in tandem with government promotion of incentives and mandates for emissions reductions such as encouraging the use of EV's (Chehertma, 2022). As such, consumers are shifting towards eco-friendly cars and with Tesla, consumers are instantly presented with an option that supports this new wave of change – electric, zero-emission cars. Currently, Tesla is associated with environmental responsibility, that is why the UK consumers recognize Tesla cars as vehicles of innovation and environmental friendliness. However, Tesla's high-end approach to pricing and high

initial costs make these forms of automobiles unaffordable to most people, hence the market for luxury cars restricts ownership to only the well off. Conventional vehicles may have upfront costs high enough for many people to achieve their overall cost after years of using them, but up to this point, EVs still cost a significant amount of money (Lang et al., 2021). The Maxims of Tesla design, thus cater to the greens and the sustainable mindset of the consumers and adds a social value that advocates for and promotes emission-free energy sources in the future. This brand ethos taps into such a consumer society's desire to make lifestyle choices that will help sustain the environment.

Technology factors

Technology features have influenced the development and business performance of Tesla in the UK as it seeks to exploit advances that would help it realize its vision of green energy and smart transport systems. Tesla's progress in battery technology, for example, is game changing in boosting car range and driving the costs down, thus making the EVs more appealing to the general population (Hopkins & Lazonick, 2024). These innovations are particularly relevant in the UK since government policies stimulate the use of low emission vehicles to mitigate impacts on the environment. Moreover, the facet of over the air software update forms the mechanism through which Tesla arranges for constant enhancement of the vehicle's performance, safety, and experience, without the need for hard services, which is very appealing to digitally focused UK consumers. The expansion of Supercharger stations across the United States also helps Tesla to pursue its goal of making electric cars mainstream by avoiding range stress (Luo et al., 2021). In addition, there is an impact on consumers due to the availability of online service systems, mobile applications and services like diagnostic, control on vehicles, and direct interaction with customers. By way of these technological developments, Tesla extends its position in the UK market and underlines its position as a pioneer in car manufacturing.

Environmental factors

Tesla as an environmental company responds to a major ecological concern linked to conventional automobile production; the exploitation of fossil fuels that generate greenhouse gases. The company's strategy is diametrically opposite to the increasing environmental issues like climate change, weather conditions, and air pollutions; thus, investing in vehicles powered by renewables (Hopkins & Lazonick, 2024). The altered status of the average temperature of the earth has led to fluctuation in the harsh weather conditions such as; the greenhouse effect contributed by the excessive use of carbon dioxide in industries, power generation and transport has influenced changes on the climate, natural disasters such as droughts and floods, among others. The automaker's all-electric

automobiles increase their independence from fossil fuels and therefore decrease their overall CO₂ emissions. The organization employs solar utility applications of solar panel technology, and energy storage batteries to move the automobiles which is a significant departure from previous technological implementations across the auto industry (Gavsi, 2023). Electric vehicles and green power storage technology receive global governmental support because nations promote climate goals and sustainable solutions to minimize adverse effects on the environment.

Legal factors

As Tesla polls its market operation in the UK, it comes across numerous legal obligations and regulatory measures. When engaging in a foreign country, there are set business rules that must be followed, these include tax remittances and regulations on imports. The legal and regulatory environments within the UK demands the Tesla to obtain governmental permission, conforming to a stringent emission policy and guarantee its products with safety standards set by the country and specific geographic regions (Shao et al., 2021). Less and from time-to-time Tesla introduces new products with innovative features that put pressure on current regulation, it must find its way in the legal environment and organize a compliant and viable business. These rules help Tesla to stand firm in the market as well as build confidence in the consumer thus duly establishing it as a leader in the electric car business.

Evaluation of Change Management Models and Strategic Change at Tesla UK

Change management is critical in today's fast-paced business environment, particularly for a pioneering company like Tesla, which is constantly innovating and adapting to market demands. Evaluating effective change management models provides insight into how Tesla navigates strategic change while also examining the leadership styles that facilitate this process.

Change Management Models in Tesla

Tesla has effectively employed several change management models to support its strategic initiatives, with Kurt Lewin's Change Management Model being particularly prominent due to its simplicity and effectiveness in managing organizational change. This model consists of three stages: Unfreeze, Change, and Refreeze.

1. Unfreeze

The first phase of implementing change is called the Unfreeze phase and aims to ensure the organization is ready by raising awareness of the need for change. The leadership of Tesla fully acknowledges that the market for electric vehicles is constantly evolving, due to changes in technology and consumer behaviors (Harrison et al., 2021). During this phase, the organization seeks to solicit commitment from employees and other stakeholders to build support for the organization's mission.

For instance, unfreezing was formerly evident at Tesla when the company began advocating for sustainable energy and increased the development of batteries supporting the change. Through the message of the present urgent competition pressure to innovate, Tesla creates pressures and

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pressures that motivate the workforce (Rosdiana & Aslami, 2022). Employees learn this through the leadership team who convenes meetings and workshops with the aim of explaining new market trends, why the organization must adopt certain technologies, and the general importance of Tesla's vision. Such measures make it easier to reduce positive impressions concerning change and get employees to become champions of change.

2. Change

The second stage, **Change**, involves the actual implementation of new processes, technologies, or organizational structures. In this phase Tesla adopts instances of lean production and automation at production lines. The decision to establish a Gigafactory in the UK is the key strategic move that will help the company level up its operations to meet the demand increase and simultaneously improve operational performance to ensure high quality production is achieved (Harrison et al., 2021).

It is during the change phase that communication is a crucial factor. Tesla promotes honesty in the workplace so that workers are aware of new systems and processes. Through encouraging communication of ideas and offering countless sources of training, the organization ensures that its employees can transition to change equally well. These changes are supported both by leadership, who responds to concerns, provides any required tools and meets people halfway in showing them that the new ways are for their

own good. This environment reduces resistance and encourages the employees to align themselves to the changes fully (Mahmud et al., 2022).

3. Refreeze

In the final stage, **Refreeze**, Tesla focuses on stabilizing the organization after changes have been implemented. This entails further supporting new behaviors and processes to gain root inside the company. The application of continuous training and development to build employees competence to adapt to modern technologies and ways of working improves operational efficiency and productivity (Rosdiana & Aslami, 2022).

Control systems are important throughout this phase since they enable Tesla to evaluate the impacts of the changes made. The assessment of the new practices indicates that performance Reviews and consistent surveys are useful in establishing how adapted the employees are. It allows Tesla to correct or improve certain elements to be aligned with the strategic outlook while preserving change tempo and momentum (Lang et al., 2021). While new processes are being integrated, stable within culture that helps Tesla sustain the growth rate as well as encourage innovative ideas in the organization.

Strategic Change Management

Strategic change management of Tesla is aimed at innovation and sustainability, which is consistent with the company's mission – to help humanity transition to sustainable energy. This is due to flexibility in responding to changes in market situations in the fiercely competitive automobile industry (Khan, 2021). For example, transition from manufacture of automobiles to manufacturing electric vehicles is a strategic change that required a change management framework.

The practice of leadership at Tesla, especially by the CEO, Elon Musk, is good examples of transformational leadership required in the implementation of strategic change. These leaders encourage employees to accept change because they can present the vision of the change in the course (Shao et al., 2021). Another way through which Musk builds organizational culture is through clear communication of the company's mission, vision, and long-term objectives, whether these are as long-term goals, such as reducing carbon footprints and increasing the production and affordability of electric vehicles, or short-term aims and objectives. This style of leadership nurtures growth of organizational culture that encourages innovation and taking of risks that are important when encouraging or seeking change (Kaouthar, 2024).

Still, the transformation rate at Tesla is not immune from certain issues. Organizational resistance can occur from the different employees, especially when change is pushed through at an amazingly fast pace especially as relates to technological advancement or new business models (Kaouthar, 2024). To address this, Tesla encourages employees' participation in the change initiatives since they will directly be affected by change initiative outcomes.

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Evaluating the Impact of Leadership Style on Change Management

The strategic management decisions involve change management of Tesla, and it is manifested that the leadership behavior undertaken by the management defines the change management process. A revival of the capacity to innovate represents a critical aspect of the transformational leadership model, which will suit a company from the highly competitive and tech-oriented industry (Kaouthar, 2024). Another way to manage at Tesla to bring about strategic change is by adopting a vision-oriented culture.

Nevertheless, this leadership style also opens certain problems. This fast rate may cause exhaustion among the workforce, especially in cases of organizational culture that they cannot meet or maintain as espoused by executives. Moreover, there are no predetermined practices concerning the employee feedback and, therefore, people can react with resistance and disengagement (Rosdiana et al., 2022).

To avoid these problems, Tesla can appoint a more welcoming leadership style, incorporating aspects of participative leadership to increase commitment of employees in organizations' decisions (Shao et al., 2021). Tesla could change for the better by valuing the input of its employees and providing them with productive ways to voice their opinions and ideas on the changes taking place, this may reduce a lot of strain due to quick change. Compensation and benefits are highlighted by transformational leaders such as Musk as major challenges that must be used to explain the need for change. The autocratic form of management where the manager communicates and participates in several activities in the organization empowers the workers (Khan, 2021). This is especially important for people's engagement during communication about strategic changes. However, there are also some drawbacks concerning Musk's management style: the employees complain about enormous working pressure, long working hours, and authoritarian leadership. Although this can present quick outcomes, they diminish organizational commitment, staff satisfaction

and overall sustainability (Rosdiana et al., 2022). The organization will have to Ensure it meets grand expectations while maintaining a supportive culture of the employees for it to continue with its successful run as a company.

The Impact of Organizational Culture on Change Management and Future Change Management Plan

The Role of Organizational Culture in Change Management

Organizational culture significantly influences the success of change management initiatives within any organization, including Tesla UK. A company's culture encompasses the values, beliefs, and behaviors that shape how its employees interact and work together (Ahlstrom et al., 2020). At Tesla, a culture of innovation and sustainability underpins its operations and strategic direction.

Tesla's organizational culture is characterized by a commitment to innovative technology and environmental stewardship, aligning with its mission to promote sustainable energy solutions. This culture facilitates change by encouraging employees to embrace innovative ideas and approaches. For example, the drive for innovation is evident in Tesla's development of autonomous driving technology and advancements in battery efficiency (Oiji, 2024). Employees are motivated to contribute to these initiatives, knowing they are part of a broader mission to create a positive impact on the environment.

However, the fast-paced culture at Tesla can also lead to challenges during periods of change. Employees may experience pressure to adapt quickly to new systems and technologies, potentially resulting in resistance or fatigue. Furthermore, a culture that prioritizes speed and innovation may inadvertently marginalize employee concerns regarding change processes (Han, 2021). This aspect highlights the importance of creating an inclusive culture that values employee feedback and promotes open communication.

Evaluating the Impact of Culture on Change Management Programs

The analysis of the organizational culture of Tesla highlights that there are opportunities as well as threats for change management initiatives within this company. First, much attention paid to the innovation brings the spirit of active attitude towards change since the employees are encouraged to experiment and to take the risks, which leads to the implementation of effective communication skills (Ahlstrom et al., 2020). This is especially so in the automotive industry because innovative technologies are normally developed at times with a brief time between their development and deployment.

On the other hand, failure to consider employee well-being in change is likely to reduce the outcomes of change management efforts. The high turnover of change can be discouraging to the employees hence reducing their morale to work (Han, 2021). To mitigate these impacts, Tesla needs to focus on reframing the culture where employees' contributions are encouraged and the matters rising from change processes are considered.

Developing a Future Change Management Plan

To enhance its change management processes, Tesla UK can implement a comprehensive change management plan that aligns with its organizational culture while addressing the challenges identified in previous assessments. This plan encompasses several critical components aimed at fostering a successful transition during periods of change.

Stakeholder Engagement

Employee and stakeholder involvement at the beginning of the change process will ensure that all those affected by the change accept it since they were involved in the process. Projected structural changes at Tesla include the ability to go cross-industrial that includes representatives from the engineering, manufacturing, selling, and customer service departments. These teams can collect information and or feedback on changes to be made thus considering all sides of the change (Shao et al., 2021). Apart from this, the participatory approach enhances accountable thinking within employees and helps realize challenges during the initiation plan stage. Involving the employees in the decision-making process can or can help in making them the change champions, hence minimizing the entire resistance, and thereby improving morale of the employees.

Communication Strategy

The balanced scorecard (BSC) provides a framework for evaluating Tesla's communication strategy across multiple perspectives: Financial, Customer, Internal, Process, and Learning & Growth. Below is an example of how Tesla can apply the BSC model to their communication plan.

Perspective	Objective	Measure	Target	Action plan
Financial	Ensure effective communication methods	Cost-cost of communication tools and training	Limit cost to 5% of overall budget	Invest in digital communication platforms and tools

Customer	Increase employee understanding of the change process	Employee satisfaction with communication efforts	85% positive feedback in surveys	Conduct regular surveys and town hall meetings
Internal process	Improve clarity and transparency in communication	Frequency of communication updates	Bi-weekly updates and quarterly town halls	Implement regular meetings, newsletters, and digital updates
Learning growth	Enhance employee feedback	Number feedback submissions	Increase employee feedback by 30% within 6 months	Set up an internal digital platform for feedback

In the context of Tesla, having a Balanced Scorecard for the company's communication plan is paramount to the enhancement of the change management process, given the following perspectives: From a Financial Point of view, Tesla needs to minimize Resource Utilization and communication costs should not exceed 5% of the total expenditure so that maximum amount of money can be spent on equipment and training of communicators (Khan, 2021). The Customer Perspective is centered around engaging the employees and their satisfaction level can be raised to 85% by conducting online town hall meetings every 15 days (about 2 weeks) at least. The Internal Process Perspective focuses on the importance of being consistent and clear in the communication process, where status and performance reports are provided every two weeks and official Town Meetings are held quarterly. Finally, in the Learning & Growth Perspective, there are employee feedback channels, existence of tracking submissions, and targets to increase feedback volume by 30% within the next six months thus showing increase comfort and activity in change. Such an approach confirms a systematic management of communication strategy to foster effective organizational change (Sheth, 2020).

Leadership Development and Financial Plan

Tesla's approach to leadership development during change periods must focus on the strategic management of change and on the financial resources required to ensure effective leadership transformation (Song, 2022). Investment in leadership should be in terms of

financial capital and will help build the leadership structure that will foster the growth of Tesla during transitions.

It is imperative for Tesla to invest a lot of funds in leadership development programs. There is thus a need to devote a considerable proportion of the general spending towards leadership development initiatives. These will include participative leadership, emotional intelligence, conflict management, and communication which are very crucial while handling change (Kaouthar, 2024). Intending to use external leadership coaches, organising workshops, and conducting in-house seminars will be particularly important (Sheth, 2020). To disseminate the leadership programs effectively, it is recommended that Tesla should plan to spend between £500, 000 and £700, 000 every year.

For efficient interface and training purposes, Tesla should therefore adopt appropriate technological tools including; Online learning platforms and interfaces, video conferencing interfaces and other collaborative interfaces (Song, 2022). This will provide delivery leadership training to allow everybody in the company to access it, including those who work remotely. Estimated reliance on £300, 000 annually for technological infrastructure that encompasses software licenses together with the costs of maintaining platforms.

External consultants in change management can be beneficial in providing unique insights on the continuous change process at Tesla. It would be possible to allocate closer to £200,000 per year for consulting services for Tesla. This would allow the company to outsource specific expertise as and when needed, especially when effecting large scale organizational changes (Kaouthar, 2024).

In addition to leadership development activities, another area of investment which Tesla should consider is the continuous learning of its employees. They entail technical skills in new product lines, and generic or soft skills of all the workforce to make sure that Tesla Inc has its human resources more flexible in the event of increased competition (Song, 2022). There should be £250,000 – £350, 000 to be set aside for the certification exercise, workshops, and mentorship programs.

Conclusion

In conclusion, the analysis of Tesla UK's change management strategies underscores the company's commitment to innovation and sustainability in the rapidly evolving automotive and energy sectors. Tesla's ability to implement effective change management is primarily rooted in its organizational culture, which emphasizes creativity, risk-taking, and a shared mission towards environmental responsibility. By adopting change management models

such as Kotter's Eight-Step Change Model and Lewin's Change Management Model, Tesla has successfully navigated the complexities of strategic change, aligning its initiatives with the broader objectives of the organization. The transformational leadership style of Elon Musk has played a critical role in driving change, inspiring employees to embrace challenges and pursue ambitious goals. However, the demanding nature of this leadership approach highlights the need for a balanced strategy that prioritizes employee well-being alongside high performance.

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