

MANAGING ENTERPRISE IN THE 21ST CENTURY

Subject name: Managing enterprise in the 21 st century

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Introduction

Management plays a major role in achieving the goal of a team. The resources of an organisation can be managed efficiently with the help of management. A manager plans and controls people efficiently. Teamwork is essential for accomplishing organisational objectives and goals. Teamwork is beneficial for producing better quality of work. Developing a business plan is the most important duty of managers. Business plan plays an essential role in the development of small and new businesses (Brinckmann *et al.*, 2018). Entrepreneurs generally prepares business plan before starting any new business venture. In this report, the management process of D Cup's coffee will be discussed. The thesis statement of this study will be regarding the management of enterprises in 21st century by developing team performance and business plan. I have worked previously with the manager of another company, so that I have been able to gather experience on this field. The reflection process will be conducted by using ***DIEP model***.

Discussion

DIEP model is a popular model for developing personal reflective journal. The Baud D created the DIEP strategy in 1985 (Toros and Medar, 2015). This model includes a four step approach. This is beneficial for evaluation and describing any experience.

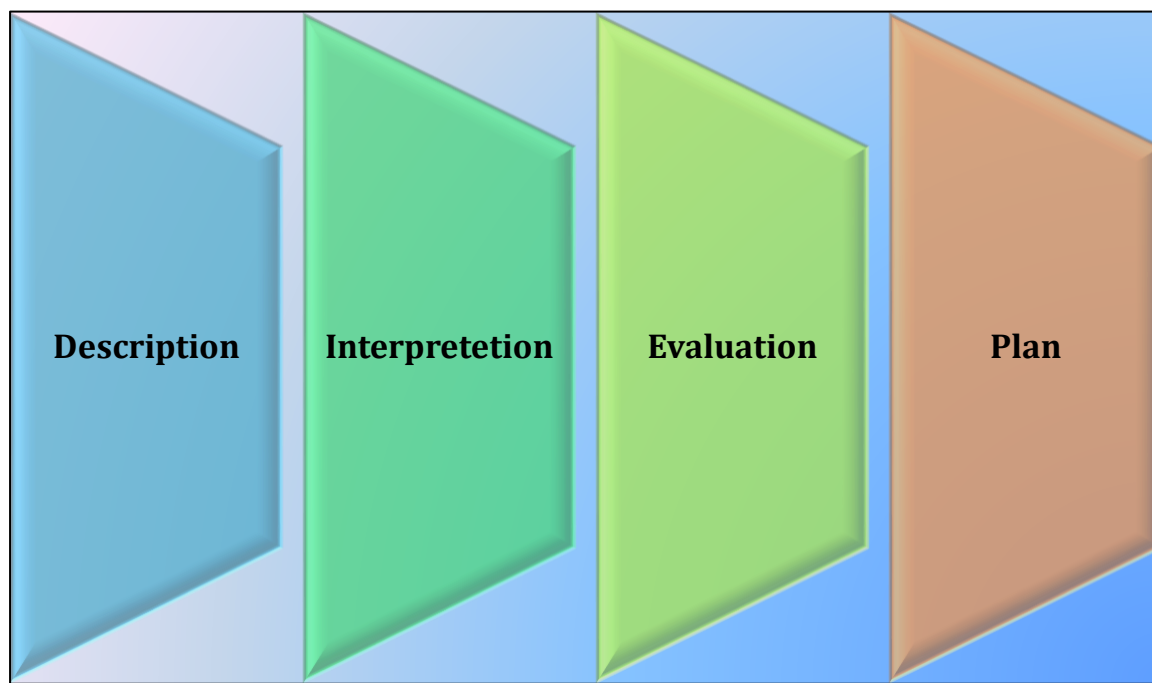


Figure 1: DIEP strategy

(Source: created by the learner)

Description

In this section, I have carried my personal reflection on the experience that I have gathered from the previous organisation. I have been selected as the management team executive of the company D Cup's coffee shop. I was a former employee of Costa coffee for two years. I have learned how team performance can contribute to the development of an organisation. I used to follow Tuckman's model of group dynamics. This model consists of four stages such as forming, norming, storming and performing. In the first stage, our team was formed based on the qualification of the team members (Forsyth, 2018). I collected information about the area of specialisation of employees and formed the team. In the storming stage, the tasks were prioritised and it was allocated to different employees. In this stage, the team members also suggested their ideas for performing a task. I have also suggested some innovative ideas for the performing the task.

I have valued everyone's idea in this stage, which helps to boost employee morale. Conflicts may arise in this stage due to the competence of ideas (Behfaret *al.*, 2016). I have listened to all the employees and selected the mostly suitable idea, which will be helpful for performing the task on time. In the third stage of group dynamics, team members started to cooperate with each other for fulfilling the task. This was also beneficial for personal development. I have experienced a problem in this stage, which was responsible for slowing down the growth rate of team performance. I felt that the creativity of the team was decreasing due to the pressure of work. In the last stage, I directed and guided the employees to fulfil our common objectives. I have learnt team management from previous organisation. This experience will help me to contribute to the growth of Costa Coffee. I have faced several issues in the previous organisation including conflicts.

I have gained experience on conflict resolution process. This skill will be beneficial for leading the team members of D Cup's coffee shop towards success. I have also felt that the business plan plays a key role in prioritising those tasks that should be addressed firstly. I have prepared a business plan for the company, which was advantageous for developing cost-effective strategies. I have faced several problems in managing a team but I have been able to overcome such challenges.

While preparing the presentation, we have entered into conflicts many times. I have suggested keeping a light background. However, my team members told to keep it as dark. I did not agree with them, as light background makes a presentation creative and attractive. I managed to resolve this conflict by giving some practical examples of power point presentation. I felt that two to three members of my group are not contributing towards the group presentation. They were not concerned about the outcomes of the group presentation on the business plan. I have given highest contribution in the group presentation. I suggested the components to be added in the file.

Before preparing the content for the presentation, I gathered in-depth knowledge on business plan and its components. The elements included in the presentation are company description, sales and marketing description, business objectives, budget, financial projection and others. Once we prepared the presentation, we decided to discuss on each element included in the presentation on business. We have prepared a short timeline in which we have decided how much time should be given for each activity associated with presentation. We have decided on which member will demonstrate which element in the classroom.

Interpret

This insight will be beneficial for managing the employees of the D Cup's coffee shop, as I have gained experience on efficient management practices. I have felt that my management skill has been developed in the last two years. I will be able to use this skill for better management. I have understood that the employability skills play a major role in developing the level of team performance. The employability skills such as communication and other interpersonal skills are required for motivating employees. It is very important for the employees to communicate with each other in a team. I have experienced a problem while managing the team previously.

Lack of communication created a communication gap between the employees, which was the reason behind (Alligeret *al.*, 2015). I identified the problem and listened to the employees. This was beneficial for understanding the views of employees and resolving conflicts within time. I ensured that the employees are having enough communication so that the cooperative working culture can be ensured easily. In this way, I will be able to avoid such situation while managing the team of D Cup's coffee.

I learnt the basic presentation skill. I learnt how to prepare and organise a presentation. I have developed the ability of managing presentation notes for presenting the topics. I learnt how to add visual aids in the presentation that assists comprehension. If I will be given chance to present on some work, I can make it more creative with visual aids. My grammatical skill was not good. I have improved my grammar while developing content for the business plan. My group members did not understand the topic. I made them understand the fundamentals of business plan and demonstrate the same through presentation.

Evaluate

I had paid less attention on the development of team communication, which has posed challenges of conflicts. This has been solved by listening to the employees and ensuring cooperation in the team. I have understood by that the theory Y of management is beneficial for managing the employees. Douglas McGregor developed the theory X and Y for guiding the managers. According to the theory Y, people take pride while performing a job. This is beneficial for increasing the interest of work. The managers also trust their employees so that they can be able to increase performance level of employees. I used to follow participative management style so that I can be able to motivate my subordinates. In the words of Lawteret

al. (2015), theory Y is fruitful for both the personal and organisational development. I have also felt that there are three management theories that will be helpful for managing a team, which includes scientific management theory, contingency theory and human relations theory. In the words of Waring (2016), works should be assigned to those employees whose area of specialisation matches with the work.

In this way, the quality of work will also be developed. The contingency management theory was helpful for developing contingent strategies (Schaubroeck and Yu, 2017). I used to face problems while communicating with other people and expressing my views to others. I have been able to develop my communication skills by working as the team members for one year and executive officer for two year. In this way, my management skill was developed. I have felt that my experience will help to develop my management skills and attitude. I have also learnt that business plan is advantageous for allocating right tasks to the suitable employee.

The understanding of the theories has impacts in my life too; I have learnt to become more patient in handling team work, communicating with my team members. I have learned to understand others people view regarding the usage of communication, the theories which have been used to manage employees in an organisation. I have learned many things in relation to the personal and organisational development; they are career planning, soft skills like interacting and listening to others. I have also learnt to adopt self management, working in a systematic process along with my employees to avoid stress for myself and even the employees. Although the professional field has too much work load and there can be times where I have seen that employees have to work extra hours. I have learnt that bringing productiveness in work can help them everyone avoids stress.

Plan

My understanding will be important for many areas in D Cup's coffee shop. In my professional development as an employee of De Cup's coffee shop, I will need to keep up with the management theories and methods for bringing success to the team. Finally, my skills will help me to lead and guide the employees towards the organisation. I feel that the alignment of organisational goals with the goals of team members will be beneficial for better performance. In this way, employees will also be able to achieve their career goals. As per my experience, democratic management style will be fruitful for achieving employee satisfaction. I have previously faced issues of conflicts for poor communication among the team members. In my future career, I will try to avoid such issues by effective management procedure. The

democratic style I have applied in managing the team will influence participative and collaborative style. The democratic style will make my team members participate enthusiastically in every project and the collaboration will help in working with them in a systematic process, and we will complete our work successfully. I will also help my team members individually so that they can develop themselves personally and increase their effectiveness in their work performance. The personal development can influence the better management in customers and we will be able to earn more their profit in operating DCup's coffee shop. I have learnt that team development, managing and applying leadership qualities within myself can help me get competitive advantage for our Coffee shop. The team culture influences the communication and they can develop their relation and respect among themselves to cater to the demands of the customers.

This will help to enhance the service quality of the organisation. I have also gained moral values from the past-experience, which can be implemented into the working plan of the team. Development of business plan was also beneficial for prioritising tasks. I will ensure that the business plan is developed firstly in future so that the tasks can be allocated and performed easily.

Conclusion

Thus, it can be stated that the experience will help me to develop my performance quality in future. I have also learnt that business plans are important for allocating tasks to the suitable candidates and ensuring better quality of performance. I have faced the problems of conflicts in the previous organisation and I have learnt the effective methods of conflict resolution. I have learnt that democratic leadership style is beneficial for enhancing employee morale, which will be beneficial for increasing performance level of employees. Thus, it can be stated that my past-experience will help me to manage the enterprise in a better way. Hence, the thesis statement is achieved in this statement.

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