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Assignment 1

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Fig 1. Boots Logo
(Pinterest, 2024).

Introduction

- Boots the Chemists was brought to life in a small herbalist's shop in Nottingham by Jesse Boot and became really fast the biggest and above competitors chain of chemists' shops in the Great Britain (Chapman, 1976).
- This presentation will include the organisation profile described by our team member Lika followed by the relationship between the organisation structure and its performance which will be presented by our team leader Sorina. We will continue our presentation with the most important skills needed by a manager to run smoothly the organisation, presented by our colleague Farida. Our colleague Alex will explain how the leadership theories can be applied to Boots. In the end, the factors influencing the group's and teams' behaviour will be presented by Katarina.



- ▶ Boots as a company was established by the Boots family in 1849, and quickly became one of the biggest retailers in the United Kingdom by selling health and beauty products by providing High quality of products and affordable prices.
- ▶ They gained success and trust among the customers by offering exceptional quality and value.
- ▶ No 7 is a unique brand produced by Boots
- ▶ The power that drives the company is the Philosophy of Jesse Boots is that having the best experts, the quality of products and the customer service will be at the same level offering their customers the best shopping experience all over the world.



- ▶ Vision: To be the first choice of Pharmacy and beauty brand, caring for all the communities around the world
- ▶ Purpose: Helping people to obtain healthier lifestyles



- ▶ Boots is the second-largest company after Post Office with huge sales and increased number of customers, selling brands worldwide such as Clearasil, Nurofen, and Strepsils.
- ▶ Their sales growth increased by 16% in February-March 2023(Boots, 2023).
- ▶ The company's continuous focus on value increased its profit in all categories of health and beauty products.

ABOUT US

TEAM MEMBERS

Total employees at Boots:
52,000+



4,300+
Boots Pharmacists



12,900+
Boots Pharmacy Technicians,
Dispensers, Advisors and
Healthcare Sales Assistants



1,200+
Boots Beauty Specialists



4,800+
Boots Opticians

STORES

Total number of stores:
2,100

of which the majority have a pharmacy



37
Flagships



30
Airport Stores



1,000+
Local Pharmacy
Stores



c.1,000
Health & Beauty/
Convenience

Now almost 70 stores with a
reinvented healthcare area and
over 170 reinvented beauty halls



- Over 5 brands
- Launch top bea
- Exclusive one skin



- Boots is nur items in the prescription
- Over 600 ret and almost o sold are Boot
- Deliver 150 he the NHS and f



Investi
create
OMN
EXPE

- Boots.com is the l visited health and
- The Boots app has
- On-demand delive 150 stores via Delive

Boots

With you. For life.

2024 mark
opened a he
Gate in 1849
traditional m
His son Jesse
and expanded
sold at a fracti
he relocated to
department-st
The first appoin
professional hea
business started
In 1886, Jesse wa
Florence – an ast
new products and
beauty destination
From the early 1920
leadership of Jesse
opened its 1000th s

Organizational structure is defined by Mullins (2019) as a formal system of task and authority relationships that controls how people cooperate and use resources to achieve the organization's goals.

1.Size

- ▶ Boots is part of the Walgreen Boots Alliance which is the first global pharmacy=led, health and wellbeing organization(Floyd, 2022).
- ▶ **Boots** has more than 52 thousands of members working in 2,100 stores
- ▶ Over time their culture has changed, coming up to emphasizing collaboration and shared goals within the company (Boots, 2024).

4
qualified
apist appointed

1886
Jesse married
Florence Boot

1935
Original No7
beauty range

1948



20
Allia

Organisational Structure of Boots

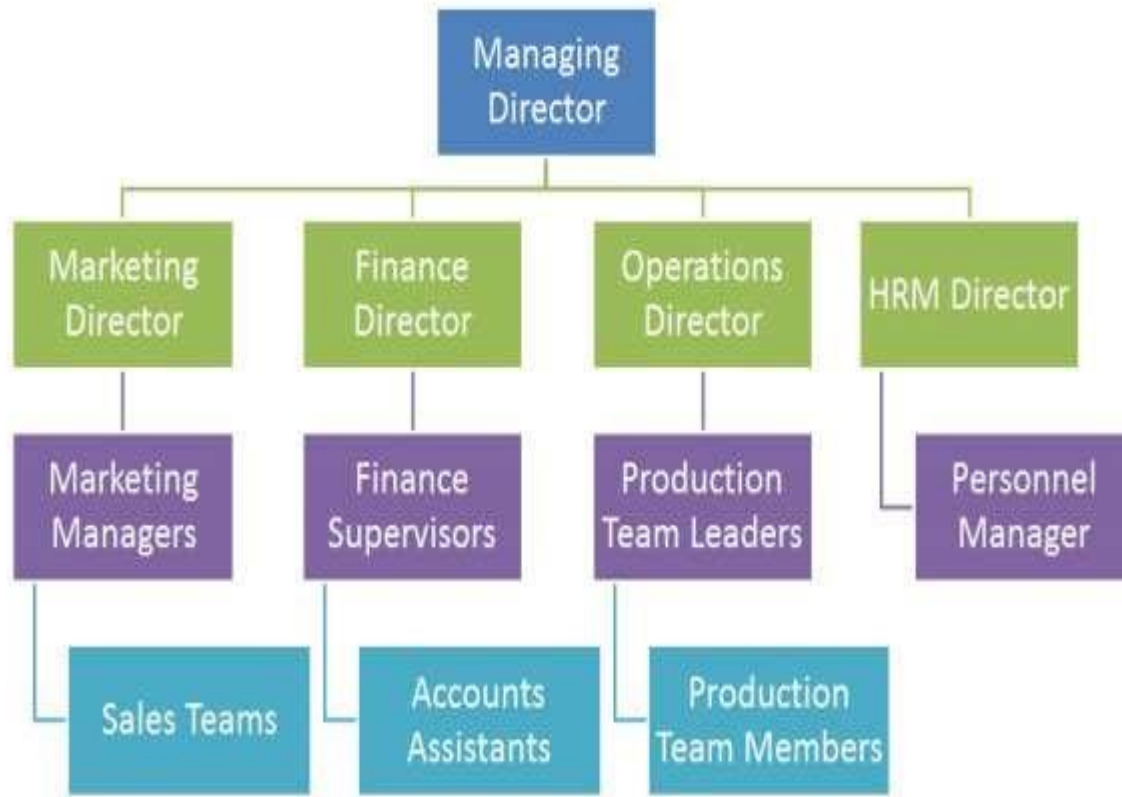


Fig. 2 Organisational Structure of Boots (Ukessays, 2024)



2. Structure

- ▶ Boots used to have a **highly centralized decision-making structure** which transformed over time towards a **flatter organizational structure**, making possible a more collaborative and flexible approach for successfully accomplish their goals (Ukessays, 2024).

Relation between the performance of the company and the organisation structure

- **The performance of Boots is directly correlated to the organization structure.** Having a flat structure the company allows its directors to act in the way they think is best for the company promoting the relationship between all the bodies involved in the business from employees to suppliers and the most important customers which are the heart of the business(Boots, 2024).



- Boots takes into account their employees opinions by using feedback questionnaires and keeping them informed about the strategy and Company's performance (Boots, 2024)..

- ▶ When it comes to big changes in the business product portfolio customers play the most important role. Having their customers engaged through different platforms like social media, surveys, and the Advantage Card rewards scheme allows the business to respond to the exact needs of customers (Boots, 2024).
- ▶ For their 175 years of activity Boots has listened, learned, and innovated continuing to grow and improve every day through empowering their customers and taking social responsibility actions towards a better world(Boots, 2024).



Tasks and Skills that a Manager uses to run the organisation

“A manager is not a person who can do the work better than his men: he is a person who can get his men to do the work better than he can”(Pillai, 2011).



- ▶ Involvement in retail management requires inspiration and leading abilities to drive organizational growth
- ▶ high-level authorities expect passion and strategic thinking from retail management employees.
- ▶ Teamwork, leadership, and strategic thinking are common skills used by managers.
- ▶ Teamwork skills are crucial for establishing strong interpersonal relationships and maintaining motivation among team members.

Important skills of a manager

- ▶ A very important aspect of being a manager is that he needs to gather information about employee's skills and needs and maximize them for the benefit of the company.
- ▶ An efficient manager is a person who masters verbal and nonverbal communication skills leading to improved performance in the organization.
- ▶ Having a flexible approach towards the team-managed will increase the chances of reaching the goals(Pontus, 2022).



Leadership Theories

- ▶ Leadership theories can be applied to Boots, in various ways to enhance management effectiveness and achieve organizational goals.
- ▶ Trait Theory which suggests that certain inherent traits make individuals better leaders. Boots uses this theory to identify and cultivate specific traits such as integrity, decisiveness, and empathy to ensure effective leadership within the organization.
- ▶ Behavioural Theory focuses on the behaviours of leaders rather than their traits. Boots uses this theory by training its leaders to exhibit appropriate behaviour such as being supportive, directive, participative, or achievement-oriented depending on the team's needs.

Andrew Caplan- Boots Director



- ▶ Contingency Theory this theory emphasizes that effective leadership depends on various situational factors. Boots can apply this theory by adapting its leadership styles based on the specific circumstances they face, such as the task at hand, the capabilities of the team, and the organizational culture.
- ▶ Transformational Leadership Theory suggests that leaders inspire and motivate their followers to achieve extraordinary outcomes. Boots can apply this theory by fostering a culture of innovation and empowerment, where leaders encourage creativity, vision, and commitment among employees to drive positive change within the organisation.



Leadership Characteristics

- ▶ Servant Leadership Theory refers to leadership culture promoting the well-being and development of employees encouraging leaders to act as mentors rather than authority figures.

vision

community-building

ship

commitment to the
growth of people



Factors Influencing Group Cohesion in Boots Cosmetics Company

1. Definition of Group Cohesion

- Group cohesion refers to the degree of unity, camaraderie, and solidarity among team members within the Boots Cosmetics Company.

2. Factors Affecting Group Cohesion in Teams

- Shared goals and objectives
- Effective communication
- Trust and mutual respect
- Leadership styles
- Team diversity and inclusivity

3. Importance of Group Cohesion in Boots Company

- Enhances teamwork and collaboration
- Improves productivity and performance
- Fosters a positive work environment
- Boosts employee morale and satisfaction

4. Strategies to Enhance Group Cohesion

- Encourage open communication and feedback
- Promote team-building activities and bonding exercises
- Recognize and reward team achievements
- Provide opportunities for professional development and growth

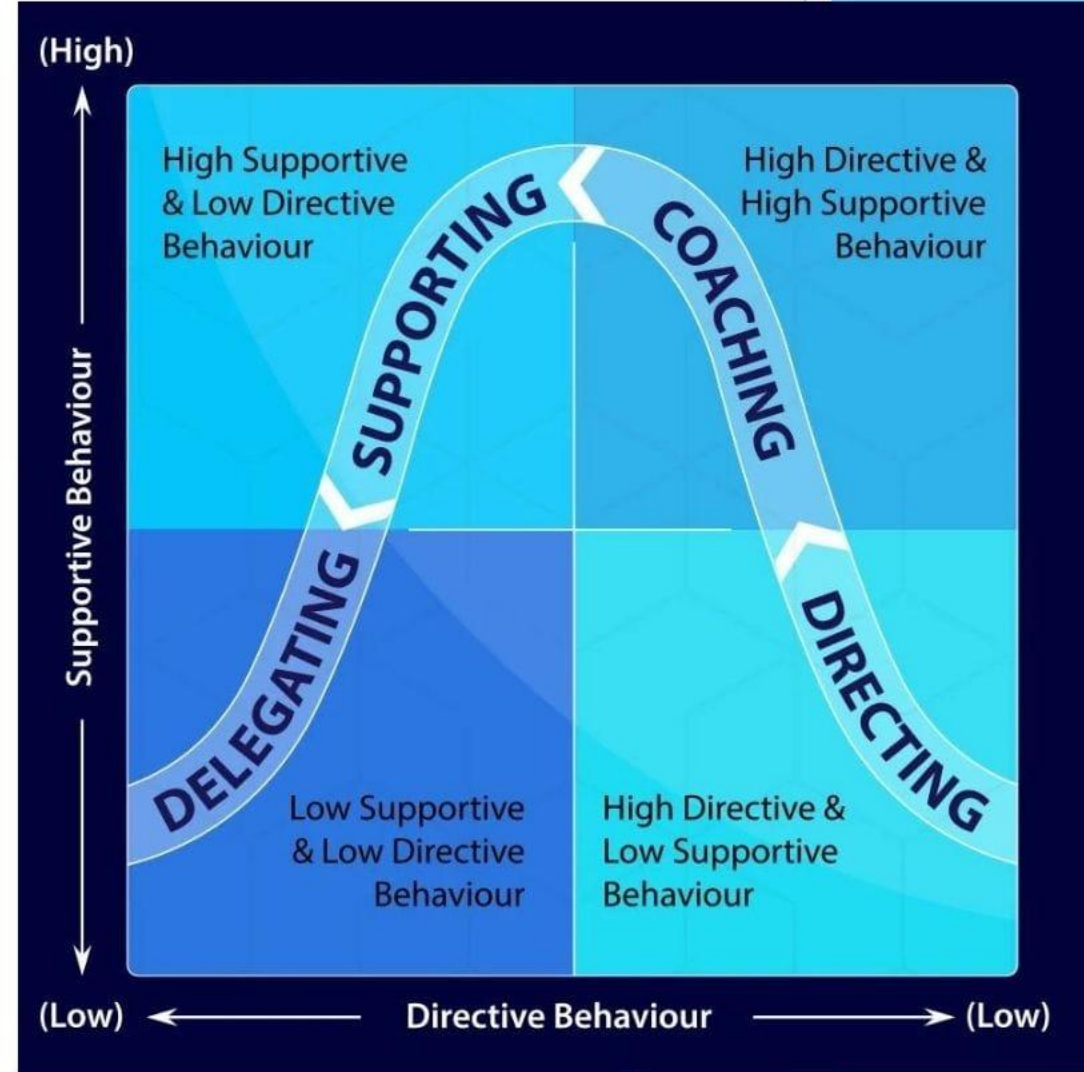


Boots

Impact of Leadership Styles on Team Behavior at Boots Cosmetics Company

Exploring the Role of Leadership in Shaping Team Dynamics

- Different Leadership Styles and Their Effects on Team Behavior
- Role of Leadership in Shaping Team Dynamics
- Examples of Effective Leadership in Boots Company
- Recommendations for Leadership Development



Different Leadership Styles and Their Effects on Team Behavior:

Autocratic leadership style

Democratic leadership style

Transformational leadership style

Role of Leadership in Shaping Team Dynamics

Examples of Effective lidership

1. The CEO of Boots, Sebastian James, has shown effective leadership by setting a clear vision and direction for the company, fostering a culture of innovation and customer focus, and empowering employees to take ownership of their work.
2. Team leaders within Boots use a democratic leadership style, involving their team members in decision-making and encouraging open communication. This has resulted in higher employee engagement, job satisfaction, and team productivity.



Diversity and inclusion play a crucial role in shaping group and team behavior within Boots Cosmetics Company.

Importance of Diversity and Inclusion in Team Dynamics: Diversity brings together individuals with different backgrounds, perspectives, and skill sets, which can lead to more innovative solutions, broader creativity, and better decision-making within teams.

Benefits of Diverse Teams in Boots Company: Diverse teams at Boots Cosmetics Company can bring a range of perspectives and experiences to the table, leading to more creative problem-solving and a wider array of ideas.

Challenges and Strategies for Promoting Inclusion: While diversity is important, creating an inclusive team environment at Boots can be challenging.

Impact of Inclusive Practices on Team Performance: Research has shown that inclusive practices can lead to higher team performance, increased employee engagement, higher employee retention rates, and improved decision-making within teams.

The Boots logo is displayed in a white, elegant script font against a dark blue rectangular background. The logo is positioned on the right side of the slide, which features a decorative background of light blue geometric shapes.

Conclusion

- ▶ The result of the critical investigation realized on the Boots company brought us to the conclusion that the continuous focus on working with high-quality specialists regarding production, sales, promotion, customer service, and leaders are key factors for the company's success.
- ▶ Also following a certain set of values and policies regarding the well-being of all the organization's stakeholders from employees to suppliers and customers drove the company for 170 years of activity and continues to place it among the biggest retailers in the United Kingdom.

Questions



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