

Nike's Change Management plan

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Executive Summary

A change initiative that is going to be summarized in the following report is the technology development. Likewise, it summarizes that Nike focuses on effectively using artificial intelligence. The reason is that this technology greatly endorses it to enhance personalization and engagement of its potential audience and the customers in different markets. AI fuels Nike's efforts concerning enhancing its engagement and relationships with the customers in the targeted markets. It could be analysed that the respective sports apparel brand is continuously broadening its reach and growing in more than just in terms of profitability and revenue. In addition, AI implementation is helpful and beneficial for businesses as it goes their productivity, competitiveness, and growth. One of the considerable advantages of artificial intelligence for the company is that it does tedious tasks and reduces the repetition as well as unnecessary use of resources and energy. The respective technology supports the organisation to competently connect with its potential audience from anywhere and at any time. They also excel at managing huge volume of unstructured and structured data.

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Introduction

The following report highlights that Nike interacts with its clients through the different social media channels, and its official website. This gives a considerable edge to the company concerning create its positive collaboration, connection, and relationship with the targeted customers in the market. Some leading brands under which Nike markets its products are Nike Golf, Air Jordan, Nike Blazers, Air Max, and other well-known subsidiaries comprising brands like Hurley Int, Jordan, Converse, etc. Nike employs more than 40000 individuals globally. The company engaged in the manufacturing, design, development, and global marketing and offerings of footwear sports apparel, accessories, services, and equipment. More mentioned previously, the report instigates that Nike pays its considerable attention on efficiently collaborating with other third-party organizations, such as Google. The main aim of the respective brand behind this is to form exciting ads in reverence to competently promote its brand and offerings in both the local and international markets. Successful advertisement and promotion endorses the company to effectually fascinate the attention of a huge range of customers in both the existing and global markets.

Current State of the Company (Nike)

Nike is considered as an American multinational corporation that is engaged in the manufacturing, design, development, and global marketing and offerings of footwear sports apparel, accessories, services, and equipment. Headquarters of Nike are located near Beaverton, Oregon in the U.S.A. Nike before as a leading producer and distributor of sports equipment throughout the world. Nike employs more than 40000 individuals globally and in the year 2014 the company alone was valued as \$20 billion, making it a leading valuable brand in the sports apparel industry (Hagl et al., 2024). Some leading brands under which Nike markets its products are Nike Golf, Air Jordan, Nike Blazers, Air Max, and other well-known subsidiaries comprising brands like Hurley Int, Jordan, Converse, etc. Nike markets supreme quality of products. The company distributes different products for kids, women, and children for different recreational as well as athletic activities like baseball, lacrosse, football, skateboarding, wrestling and other outdoor activities (Mizrak, 2024). The respective sports separable corporation also makes offerings of socks, sport balls; digital devices, backpacks, Bata, protective equipment, clocks eyewear, and other equipment made for the activities are related to sport.



(Source: Hagl et al., 2024)

Nike sells its products or makes offerings through the E-Commerce portals, its owned- retail stores, sales representatives, independent distributors, and licensees located globally. The respective brand has a global presence, including the Americas, Europe, Africa, the Middle East, Asia-Pacific, and others. The organisation consistently inspires its staff to maximise their efficiency and work hard in order to make significant contributions to the corporation's overall growing success and argumentation (Mwenje and Warikandwa, 2024). Nike provides numerous training and development sessions to its work force so that they are capable of identifying their existing skills and developing new competencies that allows them to improve their performance

and make their greater efforts for the improvement of the company's organisational value and performance in both the existing and global markets (Mızrak, 2024). Likewise, the employees of Nike are highly motivated and encouraged to work hard, thus they are capable of improving their efficiency in respect to the improvement of the company's growth and development (Tasheva and Karpovich, 2024). Nike also seeks for continuous improvements and changes within the workplace. The reason is that this could heavily contribute to the overall success, growth, and intensification of the company.

Involvement/relationship with the Company

Nike has implemented a relationship marketing strategy. The main aim of the company behind this is to accomplish great success by paying its substantial attention on developing a great range of customers, improving client engagement, maintaining an optimistic relationship with potential audience, and so on. This can be done by the respective organization through continuous collaboration as well as communication. Activities of the respective sports apparel brand heavily focus on developing its well-defined connections and collaboration with the targeted audience in the potential market (Mwenje and Warikandwa, 2024). Nike interacts with its clients through the different social media channels, and its official website. This gives a considerable edge to the company concerning create its positive collaboration, connection, and relationship with the targeted customers in the market. More mentioned previously, Nike pays its considerable attention on efficiently collaborating with other third-party organizations, such as Google. The main aim of the respective brand behind this is to form exciting ads in reverence to competently promote its brand and offerings in both the local and international markets (Tasheva and Karpovich, 2024). Successful advertisement and promotion endorses the company to effectually fascinate the attention of a huge range of customers in both the existing and global markets.



(Source: Mphahlele et al., 2024)

Further mentioned previously, Nike puts its substantial attention on analysing that its offerings are capable to fulfil the customers' demands, requirements, and expectations of the customers in the potential market. Plus likely, the respective sports apparel brand is capable to substantial put its attention on improving its organizational value and business performance in the targeted market (Orazalin et al., 2024). This can be done by Nike through implementing new technologies and alliancing with athletes, which endorses the company in building customer loyalty and their interests towards its offerings in the market. By adapting different relationship marketing approaches, the respective corporation objects form longer-term relationships, connections, and communications with its potential audience (Mphahlele et al., 2024). This further gives a greater edge to Nike concerning successfully anticipate the needs, requirements, and expectations of customers in the targeted market.

Outline of the Change Initiative

Nike is included as the world's leading and supreme sports apparel organisation. In the respective consideration of its competitive positioning throughout the world, it always looks for time to time changes within its workplace and the way by which it performs or takes its business activities in different markets all over the globe. In this essence, the respective sports apparel company looks to adapt new technology as it helps in improving or advancing its growth in the additional markets (Orazalin et al., 2024). Considerably, Nike focuses on effectively using artificial intelligence. The reason is that this technology greatly endorses it to enhance personalization and engagement of its potential audience and the customers in different markets. AI fuels Nike's efforts concerning enhancing its engagement and relationships with the customers in the targeted markets. It could be analysed that the respective sports apparel brand is continuously broadening its reach and growing in more than just in terms of profitability and revenue (McNees et al., 2024). Additionally, in the year 2023 worldwide spending on the systems of artificial intelligence hit \$160 billion. It could be determined that a General sentiment about the respective technology in the retail industry and other different industries is that it develops closer connections and collaborations between brands and their clients (Zihan et al., 2024). Plus artificial intelligence also plays a considerable role in reshaping the customer care segment of different brands all over the world.

In reverence to the previous discussion, passing the time AI becomes the essential part of every business and other sectors throughout the globe. Some of the firms customer experience characteristics that the respective technology is influencing significantly are better scalability through AI data, AI-Based insight for betterment of customer activation, life-like virtual assistants, personalized recommendations, contextual relevancy aids personalization and so on (Zihan et al., 2024). One of the most considerable instances of AI symbioses is customer care improvement. In the year 2015, the respective sports apparel brand acquired a system laid on patent. This is to be referred to as an argument reality design system. This provides a considerable edge to the company concerning broadening its reach, improving its profitability, enhancing its success, and augmenting its growth both in the local and international markets. In addition, this system paved the manner for the application of a leading technology i.e., holographic technology into sneaker design (de Jesus et al., 2024). After some time, Nike additionally developed self-lacing shoes. This puts considerable contributions in the growth and success of the company throughout the world. In the year 2017, Nike announced another strategy that entails some substantial actions, including doubling their market speed, doubling the impact of innovation, as well as doubling direct connections with consumers (Ouedraogo et al., 2024). The main focus of the company was on building its substantial links and connections with the potential audience as it yielded some truly impressive outcomes concerning its growth as well as augmentation throughout the world. The respective brand wanted to shift its business strategy or the way of doing business towards direct sales to customers. To that end, artificial intelligence helps a lot.



(Source: Zihan et al., 2024)

AI is one of the rapidly innovated technologies all over the world as it greatly endorses companies to transform their business and accomplish the greatest growth and development

standard in the potential markets. In addition, the use of AI all over the globe is continuously increasing. The reason is that this provides the range of opportunities to businesses concerning broaden their reach and growth. Several researchers show wide spread implementation of artificial intelligence (de Jesus et al., 2024). Considerably with over a third of organisations currently using the respective technology and nearly half planning its implementation. The majority consider AI has the greatest capability to improve productivity of businesses and also helps them to successfully address human resource shortages. As a consequence, investments in AI are growing with more than 85%. Likewise, artificial intelligence brings concerns about high investments as well as high energy consumptions for training. However, AI implementation is helpful and beneficial for businesses as it goes their productivity, competitiveness, and growth (Ouedraogo et al., 2024). One of the considerable advantages of artificial intelligence for the company is that it does tedious tasks and reduces the repetition as well as unnecessary use of resources and energy. The respective technology supports the organisation to competently connect with its potential audience from anywhere and at any time. Excel at managing huge volume of unstructured and structured data. It processes a massive volume of information quickly as well as efficiently. It supports organisations to successfully recognise their potential audience's needs and requirements (Errida and Lotfi, 2021). Plus likely, AI analytics enables the companies to come up with varied strategies to effectively comply with the different legalities and reduce risk to make informed business decisions too.

Internal change factors that may affect the company

Change factor is included as an external or internal event that might influence a business in different manners. Companies might deal with a change factor by building a new product, updating a work procedure, shifting their internal culture, or entering a new market. Considerably, change factors can impact the business variables such as equipment, hiring, marketing, client base, products, revenue and more. It could be understood that several companies strive for ethical and sustainable trade practices (Ouedraogo et al., 2024). The reason is that this gives them a considerable edge concerning perform their business activities competently in both the existing and worldwide markets. In addition, they are also capable to effectually response to the changing environment and climate in the potential market. In the respective consideration, alterations in water levels, shifts in temperature, natural resources, etc.

can heavily influencing the change management of the company(Gadomska, 2020). Plus these factors also make a considerable impact on the organization's production procedures, development locations, offerings, and materials. Considering this, the organization that strives for the development of a change in the workplace must keenly focus on analysing the environment in which the company currently performs (Errida and Lotfi, 2021). The reason behind this is that this possesses a substantial influence on the ultimate change implementation of the business firm.

Adding to the previous discussion, economic shifts are other factors that are heavily influencing the overall change implementation and management of the company. It could be determined that several organizations in the global markets experience the influences of major economic shifts. Likewise, markets in the economy can transform rapidly and on a continuous basis. Thus, events such as depressions, recessions, and phases of prosperity can heavily impact business variables of the corporation such as investment value, employment rates, consumer behaviour, and more(Gadomska, 2020). To deal competently with the economic downturns, the companies might freeze their employment process, adapt more cost-effective strategies, limit production extents, and tighten new credit lines. On the other side, social norms are also comprised as the main factors that heavily influence the change implementation and management of the company. In the respective consideration, the social and political interests of the community and customers change over time (Williams and Wade, 2023). Considering this, these changes in the culture can heavily influence a change implementation within the company. More mentioned previously, cultural attitudes have a considerable impact on the consumer behaviour concerning purchasing the company's products. In that essence, social changes might influence the organization's change management. Contrary to the previous, technology is important to every industry as we know that technology and its use is continuously improving in the 21st century. It could be analysed that technology can make a substantial influence on trade practices of the organizations. Technology developments are additionally influencing the marketing strategies and approaches to implement the change effectually within the workplace (Kim and Austin, 2020). It could be understood that some industries make their offerings and operate entirely on basis of the internet, such as customer service portals, streaming entertainment services, and more.

Moreover, technology development can also lead to different alterations, including automated procedures, new equipment, new offerings for the customers, and so on. To implement any

change successfully, every organizations needs a well-trained, equipped, talented, and knowledgeable workforce. The reason is that workforce with huge talent and skills are having the greatest competency to effectually comply with every change (Williams and Wade, 2023). In addition, skilled and knowledgeable workforce is less likely to neglect the change implementation process at their work or in the workplace. In the respective consideration, businesses need strong employees as they are vital for the company's success and growth. The job market alterations are based on candidate's behaviours as well as prevailing trends in hiring (Baiyere et al., 2020). For instance, an increase in work from home or remote opportunities might develop challenges for companies seeking new hires in the market. Some businesses in the marketplace might via resources to fascinate the attention and focus of skilled as well as talented workforce (Kim and Austin, 2020). In this essence, it can be said that workforce of the organization pays great contributions in the successful implementation and management of the change process of the organization.

Change Management Models and Leadership Styles for Successful Implementation

Change Management Models

Change management refers to the procedure of leading, adapting, managing and supporting organisational changes, like new structures cultures strategies and so on. It comprises a vital competency for staff development. The reason is that this supports the workforce to successfully deal with every risk, uncertainty, stress as well as resistance within the work environment (Baiyere et al., 2020). Some effective and highly used change management frameworks are discussed below:

Lewin's model- the respective change model is considered as one of the simple and most classic change management framework. Lewin's change management model has three phases. These phases are unfreeze, change, and refreeze. The primary face of the model means preparing the corporation for change by forming a sense of need overcoming barriers, and keenly communicating the vision. The second stage or phase of Lewin's change management model states that adapting the change by empowering, engaging, and an inducing the stakeholders (Tomičić et al., 2020). It additionally provides greater assistance to businesses that enables them to successfully managing risks. Last but not least stage of the respective change management model define that it is essential for businesses to consolidate the change through celebrating the

accomplishments, reinforcing the benefits, and embedding the new behaviours within the workplace.

Kotter's Model- This also refers as a comprehensive and widely used change management model. Kotter's change management methodology has eight steps. These steps are to instill a sense of urgency, build a coalition of support, design a strategic vision, express the vision, inspire broad-based action, achieve short-term victories, consolidate gains, and finally anchor new tactics. The relevant change management approach emphasises the importance of communication, encouragement, leadership, and motivation for successfully implementing the change process (Schiuma et al., 2022). This change management model also suggests that it is not possible to implement a change instantly as it is a dynamic and continuous procedure that needs constant adjustment and management.

ADKAR model- It refers as an individual focused change management model. The respective model stands for desire, awareness, competency, reinforcement, and knowledge. It concerns the human side of change by determining the five components that every person requires to implement a change successfully. In the previous consideration, awareness is concerned with the determination of the requirement and the benefit of the change (Tomičić et al., 2020). On the other side, desire relates with the encouragement and commitment to take part in the change process. Knowledge means having the competencies and the data to perform the change process successfully. Abilities concerned with the confidence to apply the change competently. Lastly, reinforcement means having the rewards as well as recognition to sustain the implemented change for the long term.

Bridges' Model- It is also considered as a change management model that concentrates on the emotional as well as psychological aspects of change. The respective change management model creates a distinction between transition and change. It is concerned with the change that is based on the situational and external element (Schiuma et al., 2022). Bridges model of change management has three phases of transition. These stages are ending, losing, and letting go.

Leadership Styles used for the Change Management

Aristocratic Management Style- It refers as one of the highly is strict Change management leadership styles. Under this, the manager takes ultimate responsibility and control for the situation. Several businesses consider this is style as an old fashioned, thus including it as a inappropriate top down management style. The reason is that an aristocratic leader or manager

that implements aristocratic management style does little to the creativity of the workforce (Wollmann et al., 2021). In addition, these leaders are less likely to promote growth and development of their personnel. More mentioned previously, the respective leadership style also comes with huge costs and expenses in terms of planning management, and communication. However, the aristocratic leadership approach is appropriate if the workforce of the company have little or no experience. This management approach is also helpful for the companies that work with high risk.

Affiliative Management Style- The respect style of leadership and Management is a very suitable form of approach for Change management. The reason is that leaders with the implementation of affiliative management style are highly likely to promote the connection, trust, collaboration, as well as harmony with their employees. The respective management approach is helpful for the companies that work with the collaboration of their workforce (Hagl et al., 2024). This also reduces the conflicts between team members in the workplace of the company. By competently collaborating with the employees, affiliative leaders are capable of motivating the workforce to make their substantial contributions in the successful implementation of the change process.

Coaching Management Style- Managers and leaders are coaches who motivate, encourage, guide and induce their team to develop better outcomes. Leaders with the implementation of coaching management style balance both the affiliative and aristocratic leadership approaches (Wollmann et al., 2021). Considering this, coaching leaders make their own decisions by taking the feedback of their subordinates and group individuals.

The Impact of Organisational Culture on the Company's Change Management Programme

Organisation culture can be considered as the glue that holds an organisation and its business activities together. In the respective context, corporate culture of the company combines a set of corporations' internal belief systems, rituals, behaviours, symbols, and norms that form or create the core identity of businesses. Organisation culture is considered as a critical success factor that directly connects with the Change management of the company (Hagl et al., 2024). Corporate culture of the organisation encompasses assumptions values practices and beliefs that have evolved over time within the company. Corporate culture of the firm directly impacts the individual's interaction as well as socialization within the workplace. It additionally impacts the

job satisfaction and job commitment level of the workforce (Mızrak, 2024). Moreover, organisation culture makes a straight forward impact on the organisational performance, efficiency, and effectiveness within the potential market. It could be analysed that several scholars believe that this functional culture results in the development of dysfunctional companies in the market.

Organisational culture of the company provides a well-defined find guidance to the workforce concerning how to perform competently towards the successful implementation of Change management. It also influences the competency of the workforce to accommodate changes within their workplace (Mwenje and Warikandwa, 2024). In this essence, corporate culture is variously depicted as the important for the successful implementation of any change in the company. Available organisation culture can support the companies to successfully align their goals values and beliefs. Consequently, a strong organisational culture leads to an effective and allied sense of direction and purpose among the workforce of the company. A good corporate culture forms a supportive surrounding where everyone understands the alterations that need to be made and performs collaboratively, so that the company is capable of successfully implementing its desired change. For example, a company that prioritises development and customer happiness will have an environment that promotes employee performance improvement and helps people to comprehend the significance of change at their work or within the workplace (Mızrak, 2024). Through a strong organisational culture, the companies are capable of promoting open and consistent communication among its personnel. Considering this, the firm is able to encourage its workforce to successfully comply with the implemented change within the workplace.

Effective communication supports the company to develop a highly inclusive environment and encourage the employees to make substantial contributions in the ultimate growth, augmentation, and development of the business firm. Strong corporate culture additionally supports growth of the employees both in the personal and professional terms. Consequently, this encourages the workforce to maximize their efficiency and work hard to put their considerable efforts in the overall growth and argumentation of the company both in the given and global markets (Mwenje and Warikandwa, 2024). Nonetheless, organizational culture can lead to poor communication. This can be influencing the business performance of the company negatively. An organisation that values rivalry and secrecy over collaboration and cooperation will struggle to form a

surrounding where the workforce feels comfortable sharing their ideas, thoughts, and work hard to put their considerable contribution in the success of the organisation (McNees et al., 2024). It could be determined that an inclusive and optimistic corporate culture of the company is driven by a clear purpose as well as expectations (Tasheva and Karpovich, 2024). It makes considerable contributions in improving the ultimate profitability and growth of the company. Thus, businesses that want to grow and enlarge at a considerable standard in both the local and international markets must keenly pay their concentration on developing a well-built and inclusive organisational culture (Mphahlele et al., 2024). More mentioned previously, a strong organisational culture supports the company to positively influence behaviours of its workforce optimistically towards the implementation of any change at their work or in the workplace.

Additionally, culture of the company also influences the decision making processes and determines how the organisation responds towards the implementation of varied changes in the targeting market or the business environment (Orazalin et al., 2024). As a consequence of the previous discussion, an optimistic and well defined organisation culture of the corporation can significantly contribute to its growth, success, and reputation. It additionally provides a considerable edge to the company concerning forming its competitive positioning over its competitors and in the highly competitive marketplace (Mphahlele et al., 2024). In respect to the previous discussion, it can be said that every company needs to pay its substantial attention to have a well-defined, inclusive and optimistic kind of corporate culture while implementing any kind of change within the workplace.

Conclusion

In conclusion, the following report emphasized that companies might deal with a change factor by building a new product, updating a work procedure, shifting their internal culture, or entering a new market. Considerably, change factors can impact the business variables such as equipment, hiring, marketing, client base, products, revenue and more. It could be understood that several companies strive for ethical and sustainable trade practices. The reason is that this gives them a considerable edge concerning perform their business activities competently in both the existing and worldwide markets. Plus likely, the resulting report concludes that culture of the company influences the competency of the workforce to accommodate changes within their workplace. In this previous essence, corporate culture is variously depicted as the important for the successful implementation of any change in the company. Available organisation culture can support the companies to successfully align their goals values and beliefs.

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