

Assignment 1

Task:

Choose a leader in the tourism, leisure, or events sector. Evaluate how this leader has dealt or could deal with changes in the industry. Focus on their leadership style, decisions, and how they have impacted the people and culture within the organisation. Explore how these actions can help the sector perform better during times of change.

1. Introduction

- i. **Overview:** Briefly introduce the leader you've chosen, including their role in the tourism, leisure, or events sector, and the changes or challenges they've faced (e.g., leadership changes, industry disruptions, or crises).

Broken down:

- **Introduce the leader:** Start by naming the leader and their role (e.g., CEO, founder, manager).
- **Explain their company/organisation:** Mention the company or organisation they lead and what it does (e.g., hotel chain, event planning company, tourism organisation).
- **Highlight key challenges:** Briefly describe the major challenges or changes the leader has faced (e.g., industry disruptions like COVID-19, economic shifts, competition, technological advancements).
- **Keep it concise:** Focus on just the most relevant details to set up the discussion of their leadership style and decisions.

1. Introduction

- ii. **Purpose of the Report:** State that the report will explore how the leader's approach to leadership can help manage change, improve the organisation's culture, and boost performance.

Broken Down:

- **State the focus:** Clearly say the report will focus on how the leader's approach to leadership helps manage change.
- **Link to culture:** Mention that the report will explore how the leader's actions impact the organisation's culture (e.g., teamwork, communication, morale).
- **Emphasise performance:** Explain that the report will discuss how the leader's decisions help boost the organisation's performance, especially during challenging times.
- **Keep it clear and direct:** The goal is to give a quick snapshot of what the report will cover without going into too much detail (yet).

2. Main Body

A. Leadership and Change Management

- **Current Change Context:** Describe the key changes or challenges the leader is facing or has faced (e.g., changes in customer demand, new technologies, economic shifts, or internal leadership transitions).

Broken Down:

- **Identify the key changes:** Focus on the main challenges or changes the leader has faced.
- **Explain the context:** Show why these changes are significant and how they affect the industry or the leader's organisation (e.g., loss of business, increased competition, need for innovation).
- **Link to the leader's response:** You don't need to dive deep into their actions just yet, but hint at how your chosen leader might need to respond to these challenges.

2. Main Body

A. Leadership and Change Management

- **Strategic Leadership Responses:** Assess the leader's decisions and strategies to manage these changes. How do they lead the team, make decisions, or communicate with others to ensure success during change?

Broken Down:

- **Describe the leader's decisions:** Explain what specific decisions the leader has made to address the changes (e.g., pivoting business model, adopting new technology, cutting costs).
- **Leadership style:** Briefly explain how the leader leads the team through these changes (leadership style).
- **Communication:** Discuss how the leader communicates with the team and stakeholders to ensure everyone is aligned (e.g., regular updates, open-door policy, transparent communication).
- **Focus on success:** Highlight how these decisions and strategies help the organisation adapt and succeed during change (e.g., improved performance, better team morale, growth opportunities).

2. Main Body

A. Leadership and Change Management

- **Examples and Case Studies:** Give examples where this leader (or a similar leader) has managed change well. What worked well, and why?

Broken Down:

- **Provide real examples:** Share specific instances where the leader (or someone similar in the industry) managed change effectively.
- **What worked well:** Highlight what aspects of the leader's approach worked well in these situations (e.g., quick decision-making, strong team collaboration, clear vision).
- **Why it worked:** Explain why these strategies were successful. Was it due to good communication, a focus on innovation, or strong leadership skills?
- **Relate to the sector:** Make sure the examples are relevant to the tourism, leisure, or events industry, showing how the leader's actions directly benefited the organisation or the wider sector.

2. Main Body

B. Leadership Style, Culture, and People

- **Leadership Style:** Describe the leader's leadership style (e.g., transformational, supportive, or collaborative) and how it influences the people and culture of the organisation during change.

Broken Down:

- **Identify the leadership style:** Clearly state the leader's style and show examples of this.
- **Link to organisational culture:** Describe how the leader's style impacts the culture of the organisation (e.g., does it create a positive, innovative environment? Is there a focus on teamwork or individual growth?).
- **Impact during change:** Explain how this leadership style helps the organisation handle change. For example, does it encourage flexibility or motivate the team?
- **Provide examples:** If possible, include examples of how the leader's style has influenced the people or culture, especially during times of change (e.g., team members feel more supported or they embrace new ideas).

2. Main Body

B. Leadership Style, Culture, and People

- **Culture and People Impact:** Discuss how the leader's approach to managing people, teamwork, and company culture has helped (or could help) the organisation adapt and perform during change.

Broken Down:

- **Focus on people management:** Explain how the leader manages and supports the team (e.g., providing training, fostering an inclusive environment).
- **Impact on teamwork:** Discuss how the leader encourages collaboration and teamwork (e.g., through team-building activities or creating open lines of communication).
- **Company culture:** Describe the culture the leader has built (e.g., innovative, flexible, supportive) and how it helps the company adapt to change.
- **How it aids adaptation:** Explain how these efforts help the organisation perform well during change. For example, a positive culture might make employees more resilient.
- **Possible improvements:** Suggest how the leader could improve or adapt their approach to further support the organisation through change.

2. Main Body

C. Strategic Recommendations for Leadership

- **Leadership Recommendations:** Based on your analysis, suggest practical ways the leader could improve their leadership to better manage changes and improve organisational performance.

Broken Down:

- **Focus on improvements:** Based on your analysis, identify areas where the leader could improve (e.g., better communication, more focus on team development).
- **Be practical:** Suggest realistic recommendations that the leader could implement (e.g. embracing new technologies or providing more training on change management).
- **Link to performance:** Explain how these changes could help improve the organisation's ability to manage change and boost performance (e.g., making the team more adaptable).

2. Main Body

C. Strategic Recommendations for Leadership

- **People and Culture Recommendations:** Offer recommendations on how the leader could strengthen their team, improve communication, and create a positive culture to support the organisation's success.

Broken Down:

- **Strengthen the team:** Suggest ways the leader can build a stronger, more cohesive team (e.g., through team-building activities or offering professional development opportunities).
- **Improve communication:** Recommend strategies for enhancing communication (e.g., more regular meetings, clearer goal-setting, or encouraging open feedback).
- **Foster a positive culture:** Offer ideas for creating or maintaining a positive company culture (e.g., recognising achievements, promoting work-life balance or supporting employee well-being).
- **Support organisational success:** Explain how these changes could help the organisation succeed (e.g., increased employee engagement or a stronger ability to adapt to change).

3. Conclusion

- **Summary:** Recap the key points about the leader's approach to managing change and how it has or could improve the organisation's culture and performance.

Broken Down:

- **Briefly recap the leader's approach:** Summarise the main leadership strategies the leader has used to manage change.
- **Link to culture:** Highlight how these strategies have impacted or could impact the organisation's culture (e.g., teamwork, adaptability, or morale).
- **Link to performance:** Recap how these actions have or could improve the organisation's performance (e.g., better efficiency, growth, resilience during challenges).
- **Keep it concise:** Summarise the main points without adding new information.

3. Conclusion

- **Final Leadership Recommendations:** Provide a few practical, actionable recommendations for the leader to follow to help the organisation succeed in the future.

Broken Down:

- **Keep it practical:** Provide a few clear and actionable steps the leader can take (e.g., implement a new feedback system or improve cross-department collaboration).
- **Focus on future success:** Tailor the recommendations to help the organisation thrive in the future (e.g., adapting to future industry trends or fostering innovation).
- **Prioritise key areas:** Focus on the most important actions that will have the biggest impact on long-term success (e.g., strengthening leadership skills or enhancing team motivation).
- **Be specific and realistic:** Offer solutions that are feasible and easy to implement based on the leader's current situation and resources.

Other Considerations:

- Arial Font 12
- 1.5 Line Spacing
- Justify Text

And also...

- Report format!!
- Add an Exec Summary.
- Add in a table of contents.