



Leading and Implementing Workplace Change
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Abstract

The aim of this study is to examine the ways in which an organization's change management approach occurs and influences its tactics. Analysis also looks at the positive impact of an organization's change management procedures.

This research will examine The change management process for an organisation name McDonalds Restaurant Ltd, ([admin, 2023](#)).

Introduction

Change is critical to any organisation. To meet the needs of suppliers and customers and to stay competitive in the market, businesses embrace change and integrate it into their operations. Change can be defined as the introduction of new activities, the primary goal of which is to increase production through the use of new rules and guidelines. The process of implementing and managing change involves various approaches, making it a multifaceted and intricate process. When implementing change, the most crucial strategy is the one that leads to success. Organisational changes are necessary for a variety of reasons, including adjustments to the process of management, procedures, organisational framework, and other initiatives that management may deem significant. Both external and internal variables could be the cause of transformation, ([admin, 2023](#)).

McDonald's primary responsibility is to implement the necessary changes to allow the company to successfully achieve its goals and purposes. As such, it should manage from the planning stages of change to their flawless execution. Organisations must put people and their networks first for change to be implemented successfully and produce the desired outcomes. To ensure that change is correctly implemented, an ongoing approach to improvement is created. McDonald must carefully analyse the problems and devise a workable strategy in order to significantly develop the organisation and implement change. Organisations must act at every level to overcome opposition and carry out change in an appropriate manner, ([admin, 2023](#)).

About McDonald's restaurant ltd

McDonald's is one of the most well-known fast-food restaurants in the world, with its global headquarters situated in Oak Brook, Illinois. It serves 68 million guests daily from more than 36,000 stores across 120 nations worldwide. Richard and Maurice McDonald, two brothers, originated business. Following the McDonald brothers' sale of the organisation to billionaire Ray Kroc, who became a franchise operator for the corporation, ([Francis, 2016](#)).

Nowadays, either the McDonald's organisation or a franchisee runs the McDonald's restaurant. Burgers, French fries, soft drinks, milkshakes, wraps, and desserts are among McDonald's main offerings. In an effort to keep clients loyal, the business has also launched new food items like salads, seafood, smoothies, and fruits in response to shifting consumer preferences, ([Francis, 2016](#)).

Being among the most recognisable brands worldwide, McDonald's is associated with fast food because of its recognisable golden arches symbol. In order to foster customers loyalty and trust, McDonald's places a strong emphasis on maintaining uniformity in the food's quality, flavour, and presentation throughout all of its locations. McDonald's prioritises giving consumers easy access to its restaurants and prompt service, which is crucial in the fast-food sector, ([Francis, 2016](#)).

McDonald's constantly introduces new menu items, incorporates improvements in technology, and addresses ethical issues in response to shifting consumer preferences and market patterns. In order

to guarantee constant quality of products, financial savings, and expansion prospects, McDonald's efficiently oversees its international supply chain and provides help to its franchisees, ([admin, 2023](#)).

My involvement /relationship with the Company

As a manager for McDonald's Restaurant Ltd, I am in charge of the company's workforce management, financial, and administrative departments. Additionally, I must ensure that all subsequent areas are extremely well-organized, ([Pandey, 2022](#))

Get the profit and loss report ready, then forward it to headquarters.

Reach sales goals and maximise revenues.

Hire new employees, train and progress of employees, Organise the staff schedule.

Encourage and motivate employees to meet goals.

Maintain hygienic and food safety requirements.

Ensure that the restaurant abides by health and safety laws.

Stocks management.

Building maintenance, security, and system and equipment maintenance.

([Pandey, 2022](#)).

Porter's Five Forces Model

Porter's Five Forces is a simple, yet powerful, method for identifying the main causes of competition in your sector. Understanding the variables affecting your industry can enable you to adjust your strategy, boost your profits, and keep a competitive edge. By being in a powerful position, you may fairly take use of it and prevent future mistakes. The tool was created by Harvard Business School professor Michael Porter, and since its debut in 1979, it has become one of the most well-known and reputable business strategy methods, ([Mindtools.com, 2024](#)).

This Five Forces study of McDonald's Corporation focuses on external factors in the industry environment that impact the company's growth and global expansion strategies. In particular, while tackling competitive obstacles in the food-service industry's external environment, Porter's Five Forces model offers insightful data to enhance strategic management, ([Gregory, 2015](#)).

When McDonald's Corporation addresses the external elements identified in this Five Forces analysis, it makes sure that its strategies are suitable for countering those forces. The corporation is under pressure from a range of rivals, ranging from small local eateries to major international corporations, ([Gregory, 2015](#)).

What Are Porter's Five Forces?

Five factors, in Porter's opinion, are the main causes of fierce rivalry in a sector. These include the following:

1. Competitive Rivalry

The first aspect of Porter's Five Forces looks at the number and calibre of your competitors. Consider your competitors' numbers and characteristics as well as how your product performs in comparison to theirs. Due to saturation of the marketplace in the fast-food restaurant industry, McDonald's faces significant rivalry, ([Mindtools.com, 2024](#))

2. Supplier Power

Powerful suppliers are those who can quickly increase costs or decrease the quality of their products. Suppliers possess significant supplier power if they are the only ones capable of providing a specific

service. Switching to a less priced choice will be easier if you have more vendors to select from. However, the greater your reliance on a small number of suppliers, their position will be more powerful, and you have to pay more. This may have an effect on your earnings, ([Mindtools.com, 2024](#)). Based on the availability of resources, suppliers have an impact on McDonald's production efficiency. The suppliers have limited negotiating power in the case of McDonald's, because of too many suppliers involved with its operations, ([Gregory, 2015](#)).

3. Buyer Power

The capacity to influence suppliers in a market when there are fewer buyers than suppliers is known as buyer power. When there is little rivalry and a sizable clientele, buyer power decreases, ([Mindtools.com, 2024](#)).

McDonald's marketing strategies emphasise how customers can affect a business's capacity to function. Because switching restaurants is so simple, customers can have a direct impact on McDonald's financial results. With regard to the influence that food-service corporations have on the market, this external factor gives clients more negotiating leverage. Customers' ability to negotiate puts them a powerful force that influences the competitive landscape and the outside environment of the fast-food industry, ([Gregory, 2015](#)).

4. Threat of Substitution

This raises the potential that your clients will find a different way to achieve what you do. It could be more affordable, superior, or combination. When switching to a different brand is simple for clients, there is a greater risk of replacement, ([Mindtools.com, 2024](#))

The McDonald's brand is quite concerned about alternatives. There are many alternatives to McDonald's food and drinks, such as products from neighbouring bakeries and specialty food manufacturers. Even better, customers can cook for themselves at home, ([Gregory, 2015](#))

5. Threat of New Entry

The viability of potential rivals entering your market could affect your company's standing. Competitors might swiftly enter your sector and undermine business advantage if it requires minimal financial investment and time to join it and perform well, ([Mindtools.com, 2024](#)).

McDonald's marketplace shares and economic efficiency may be impacted by new competitors. Consumers at McDonald's can easily switch to a new fast-food establishment. New rivals pose a moderate threat to McDonald's, ([Gregory, 2015](#)).

SWOT analysis

The strategic approach and the competitive advantages of a corporation can be assessed using the method known as SWOT analysis. Present and future opportunities are evaluated together with internal and external elements, using the SWOT method. A company's advantages and disadvantages can be more objectively examined with a SWOT analysis, which is based on reality and driven by data. It's a method of evaluating a company's prospective, threat, effectiveness, and competitiveness. The four elements listed below will be included in every SWOT analysis. A SWOT analysis cannot be considered effective lacking each of the following components, even if the aspects and findings among these categories will differ from organisation to organisation. ([Investopedia, 2024](#)).

Strengths

McDonald's advantages, like its unique technologies and loyal customer base, robust financial position, and Strong brand name and what sets it apart from its rivals. A financial hedge, for instance, might have created an exclusive operating system that bring results that outperform the overall marketplace, ([Investopedia, 2024](#)).

Weaknesses

Weaknesses inside an organisation keep it from performing at its best. Some areas where the organisation has to make adjustments to remain competitive are a weak supply chain, low cash flow, high levels of debt, higher employee turnover, and inadequate branding, ([Investopedia, 2024](#)).

Opportunities

Opportunities are fortunate external circumstances that have the potential to provide a competitive advantage to an organisation, ([Investopedia, 2024](#)).

Threats

Threats are anything that could potentially cause damage to a business, ([Investopedia, 2024](#)).

Let's look at the most current SWOT analysis trends for McDonald's, ([Gupta, 2019](#)).

McDonald's Strengths

Mostly powerful elements of McDonald's that have guaranteed the organisation's growth, profitability, and global image are listed below, ([Gupta, 2019](#)).

McDonalds is The 11th most top brand in the world. Despite intense rivalry, the firm dominates the restaurant sector , ([Gupta, 2019](#)).

McDonalds food recognized as best flavoured food in fast food organisations , ([Gupta, 2019](#)).

There were 2,015 company stores and 38,260 franchised stores - for a total of 40,275 restaurants scattered over 120 countries , ([Gupta, 2019](#)).

The McDonald's franchise operates a little bit differently. McDonald's owns the land, acts as a landlord, and collects rent from franchisees in addition to providing them with its brand name, recipes, ingredients, and procedures , ([Gupta, 2019](#)).

McDonald's has always been strong because of its high standards of quality. When purchasing materials from outside, Food safety and quality regulations are strictly adhered to by the organisation, ([Gupta, 2019](#)).

Hamburger University, the premier training centre for McDonald's, is a thrilling journey as much as a traditional school. Within its walls, staff members hone their expert skills, raising the standard for value, quality, service, and cleanliness globally, ([Gupta, 2019](#)).

McDonald's Weaknesses

These are a few of the fundamental problems with McDonald's strategy that prevent the corporation from growing as a whole, ([Gupta, 2019](#)).

McDonald's is the best example of a global franchising business model. Nevertheless, this complex web of company-owned and franchised branches exposes the brand to certain risks. the risks associated with faltering finances, ineffective leadership, disgruntled customers, and slow economic development. Due of the franchises' high degree of independence, the company has less control over their day-to-day activities, which has an immediate effect on the brand, ([Gupta, 2019](#)).

Being one of the busiest restaurant companies, McDonald's frequently experiences problems as a result of supply chain disruptions , ([Gupta, 2019](#)).

Consequently, when a franchise has such disruptions, its operating costs rise, leading to a decline in revenue and profitability , ([Gupta, 2019](#)).

McDonald's Opportunities

Regarding McDonald's opportunities, the following growth prospects are emphasised. It can help the company's performance, management structure, and strategic development of the organisation, ([Gupta, 2019](#)).

McDonald's introduced its value menu, aimed at its budget-conscious customers, ([Gupta, 2019](#)).

More buyers are trying to find healthier options. To convince consumers to choose them over the new fast-food establishments, McDonald's added inventive, personalised, and nutritious new dishes to their menu, ([Gupta, 2019](#)).

McDonald's has teamed with Just Eat and UberEATS to offer food delivery services to its customers. Initiatives for mobile order and delivery assist McDonald's in meeting the constantly evolving needs of its customers. Thanks to these efforts, customers may conveniently use Delivery's convenience and place orders on their phones with ease ,([Gupta, 2019](#)).

To draw in additional consumers, McDonald's can expand its drive-thru alternatives, self-order kiosks, and delivery services, ([Gupta, 2019](#)).

McDonald's Threats

The threat element is associated with the phenomenon that hinders the firm from realising the full potential of its existing strengths. Consequently, McDonald's must contend with these risks, ([Gupta, 2019](#)).

Being a global fast-food chain, McDonald's has regularly faced cultural difficulties in different parts of the globe, which has harmed the brand image of the corporation.

McDonald's uses popular, mainstream social media sites like Facebook, Instagram, Snapchat, Twitter, and Snapchat to reach millions of customers globally and promote their brand. But the audit also noted that the health of its customers is starting to suffer as a result of its marketing , ([Gupta, 2019](#)).

A growing number of people are embracing healthy lives and making the move to healthier products. Sadly, McDonald's may lose customers who are concerned about their health, ([Gupta, 2019](#)).

There is a lot of pressure on McDonald's to improve their practices to cut down on waste, which contaminates the environment, ([Gupta, 2019](#)).

Pestle analysis

One of the restaurant franchises with a globally recognisable name and tagline is McDonald's. Their catchphrase, "I'm Lovin' It," is widely recognised by clients worldwide. Its strong customer base and impressive sales figures have contributed to its status as one of the brands with the highest brand value. The state of their business at the moment may be impacted by certain outside variables, ([Edrawsoft, 2018](#)).

A detailed PESTEL analysis of McDonald's can show how political, economic, social, technical, environmental, and legal factors can affect the organization's operations as well as revenue. The PESTEL analysis of McDonald's can also shed light on the company's potential for future growth, ([Edrawsoft, 2018](#)).

Political Factors:

A number of international governments are closely monitoring fast-food corporations for the sake of public safety. Even though McDonald's leads the fast food business, the company is influenced by a number of political factors, ([Edrawsoft, 2018](#)).

Fast food chains like McDonald's may be impacted by trade laws, tax laws, and foreign investment restrictions. Aside from that, national health policies may have an effect on McDonald's, ([Edrawsoft, 2018](#)).

Businesses benefit from political stability in a country, and any significant political change could negatively impact McDonald's operations, ([Edrawsoft, 2018](#)).

Economic Factors:

McDonald's is a US-based restaurant brand, yet it serves customers worldwide. The business operations of McDonald's may be impacted by a range of economical situations in various nations, ([Edrawsoft, 2018](#)).

During the pandemic, McDonald's business suffered a setback. Due to the lockdown and lack of customers, during the epidemic, worldwide sales fell by 22%, ([Edrawsoft, 2018](#)).

Despite being the second-largest employer in the private sector, McDonald's also has a high turnover rate and hefty operating expenses, ([Edrawsoft, 2018](#)).

Social factors:

The buyer's preferences and buying habits are greatly impacted by society and its norms. Social and cultural factors that may affect McDonald's expansion include:

A growing number of people are concerned about their health. People consequently prefer to avoid foods that are heavy in fat and sugar. People are searching for foods that are high in proteins and low in calories that are ready to serve, ([Edrawsoft, 2018](#)).

Technological factors:

Even while not all of McDonald's revenue comes from online sales, the company still rely heavily on technology. McDonald's can expand its business by utilising advances in technology. McDonald's may use cutting-edge technologies to create a strong and smooth connection with its supply chain. By improving the online ordering platforms, the business can improve the customer experience, ([Edrawsoft, 2018](#)).

Environmental factors:

The goals and initiatives of most businesses are concentrated on making long-lasting reforms that will decrease their adverse environmental effects. Furthermore, by making certain environmentally friendly adjustments, McDonald's can enhance its reputation. The business operates over 37,000 stores. As a brand with a sizable customer base and the ability to reach a large number of people quickly, McDonald's can plan campaigns to save the environment and reduce the use of plastics, ([Edrawsoft, 2018](#)).

Legal factors:

Government rules and regulations have the potential to significantly impact an organisation. Businesses that want to stay in business must make an effort to follow the rules of the nations they do business in. Certain legal considerations may have an effect, ([Edrawsoft, 2018](#)).

The business must abide by the various tax and tariff policies of the governments of the operating nations in order to stay competitive in the market, ([Edrawsoft, 2018](#)).

Fast food establishments are required to follow national food safety regulations. The nation's animal welfare rules could pose a danger to McDonald's development, ([Edrawsoft, 2018](#)).

Identifying barriers to change and overcoming from barriers

The external environment that companies work in is always shifting. To be competitive and continue serving their customers' requirements, businesses must adapt to these developments. Organisational change is a deliberate, continuous process with components that are well-defined. First things first: determine what is really driving the change. These are internal and external forces to the organisation, ([Business Bliss FZE, 2023](#)).

Next, determine what is preventing the change. People's mindsets are often involved in this. They could not see the need for change or choose to carry on with their previous methods of work. It is now necessary to develop and carry out a change plan. Gaining the support of every worker, pinpointing precise fixes for trouble spots, and establishing metrics for progress are the main objectives here, ([Business Bliss FZE, 2023](#)).

The next stage is to gauge how well the change is working. McDonald's Restaurant Ltd. is ready to make additional adjustments in response to the activities' results. External forces included new rivals'

low-cost manufacturers, shifting consumer demands, and new technologies that raised expectations for greater standards, ([Business Bliss FZE, 2023](#)).

Previously, McDonald's restaurant Ltd. has successfully implemented Total Quality Management (TQM) programmes to enhance productivity and competitiveness. People's skills, knowledge, traditions, and practices may be put to the test by change. It might even be regarded as dangerous. This may lead to opposition or obstacles to change, ([Business Bliss FZE, 2023](#)).

Within a conventional industry, McDonald's Restaurant Ltd. is a well-established business. This indicated that it followed predetermined procedures in various business-related sectors. It was more difficult to implement the essential adjustments because of this "this is the way we do things around here" mentality. Some workers at McDonald's restaurant Ltd. were afraid of the unknown and thought that new projects might jeopardise their teams and jobs, ([Business Bliss FZE, 2023](#)).

Overcoming barriers

Working closely with staff members and involving them in the project to the greatest extent feasible has been one of the main strategies McDonald's restaurant Ltd. has used to overcome opposition to change. It was crucial that the company inform staff members early on of what would happen to the company if nothing changed, ([Business Bliss FZE, 2023](#)).

The operational sustainability of McDonald's Restaurant Ltd is enhanced by the Journey Change project. In an increasingly competitive market, McDonald's restaurant Ltd has decreased expenses, boosted output, enhanced efficiency, and decreased waste by owning up to its internal flaws. McDonald's restaurant Ltd. set precise goals and standards to ensure that actions produced outcomes. This made it simpler to assess and gauge accomplishments and progress, as well as to establish new deadlines, ([Business Bliss FZE, 2023](#)).

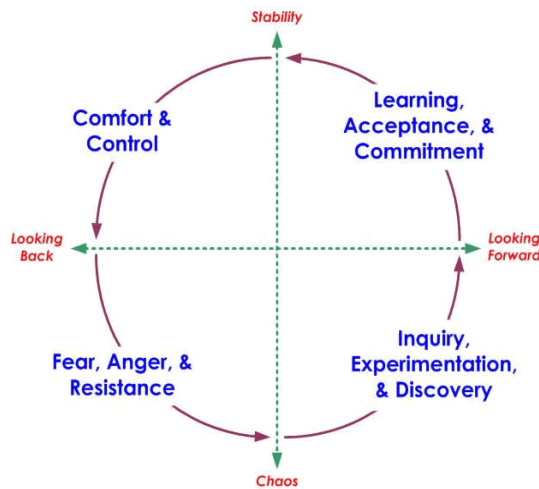
Russell 2003 Model

Identify the stages that people experience within change processes.

A crucial factor in predicting the success of organisational change is employee attitudes towards change. According to this article, employees' enthusiasm for change and willingness to actively participate in current organisational transformation are the two main indicators of their level of change engagement. A model that demonstrates how organisational resources linked to change impact change engagement is examined, with a focus on how these resources affect job resources related to change, ([Albrecht, Connaughton and Leiter, 2022](#)).

Several scholars argue that the success or failure of organisational change is largely dependent on the mindset of employees towards change. Studies have indicated that the efficacy of organisational transformation is contingent upon the employees' willingness and positivity towards planned changes. It is especially crucial to emphasise optimistic viewpoints. Adverse change results have been linked to negative employee attitudes towards change. Overall, a substantial body of research indicates that in order to maximise employee receptiveness to change and, thus, the likelihood that organisational change will be successful, it is critical to determine the factors that impact employee attitudes towards change, ([Albrecht, Connaughton and Leiter, 2022](#)).

The Journey Through Change (Russell 2003)



Leadership in change initiatives.

The leadership of McDonald's was essential to the accomplishment of change projects. In order to spur growth and enhance performance, the company's leadership committed to a comprehensive change management plan. The CEO of McDonald's from 2015 to 2019, Steve Easterbrook, performed a significant leadership role. McDonald's undertook a number of initiatives under Easterbrook's direction, including digital transformation, menu variety, and restaurant remodelling, (Abbas, 2023).

Easterbrook also placed a high priority on efficient communication, making sure that both staff and clients were made aware of the changes and that their input was welcomed and taken into consideration, (Abbas, 2023).

Results of the successful change management implemented by McDonald's

The enhancement of McDonald's financial performance was one of the main results of the modifications it made. The company's competitive position in the fast-food business was strengthened, sales increased, and profitability improved as a result of the modifications. The effective execution of these modifications assisted McDonald's in meeting its financial objectives and enhancing overall performance, (Abbas, 2023).

Another noteworthy consequence of the modifications was the enhancement of McDonald's brand perception. The company's efforts to attract customers and enhance its reputation have been aided by its menu diversity and emphasis on healthier food options.

The implementation of digital ordering and delivery services has contributed to enhancing the customer experience and cultivating a more favourable brand image, (Abbas, 2023).

Enhancing management systems

If a company wants to follow the guidelines for sustainable growth, it must incorporate the concept into its policies and practices. This does not imply the necessity for novel approaches to management. Rather, it calls for a change in cultural outlook in addition to substantial enhancements to procedures, methods, and frameworks. Senior executive leadership and a commitment to continuous

improvement are essential for setting up procedures, objectives, and oversight methods for sustainable development, (Sustainable development: a business definition, 1992).

Evaluate the impact of organisational culture on the change management programme and develop a suitable change management plan for the future for the concerned organisation.

Organisational culture will be greatly impacted by change, thus it is important to ensure that staff are given precise and straightforward details about the change for the benefit of future growth.

The personnel who will be handling all the activities that come after the change and interacting with it directly need to receive the necessary training. It is recommended that McDonald's train its staff as required, (Sustainable development: a business definition, 1992).

In a constantly changing environment, developing a plan for the changes to the management system needed to achieve the objectives of sustainable growth is essential. It involves changing the company culture and employee attitudes in addition to designing organisational structures, data management systems, and operational protocols.

Effective communication is essential. All employees, particularly those in management positions, must be informed of the established objectives and guidelines. Environmental concerns need to be taken into account in regular communications and decision-making at all levels, (Sustainable development: a business definition, 1992).

Recommendations

McDonald's Corporation must prioritise strategic concerns about consumers, competitors, and replacements top priority. It is advised to build on the organization's capabilities and competitive advantages in order to strengthen it, (Gregory, 2015).

It is also advised that McDonald's step up their approach to product innovation. Even though the food-service industry is crowded, adding new menu items will help the business draw in more clients. In addition, McDonald's has the ability to enforce stricter quality standards in order to counteract the effects of substitution and competition, (Gregory, 2015).

One of the most influential culinary companies ever, McDonald's enjoys remarkable globalisation and devoted followings. However, in spite of its long history, the corporation must continue to monitor the areas that could become problematic, (Gupta, 2019).

Conclusions

Every organisation must prioritise self-improvement in order to bolster its capacities and maintain its competitive advantage. It makes an effort to achieve this goal by implementing change management within the company, (Business Bliss FZE, 2023).

It is McDonald's principal obligation to execute changes that will enable it to effectively achieve its aims and objectives as an organisation, (Business Bliss FZE, 2023).

McDonald's change management efforts are limited to executing integrated marketing communications as part of the organization's strategy for marketing. The company's marketing, advertising, and promotional activities need to be targeted in order to introduce fresh ideas and initiatives. Resistance to change can arise in three different contexts: prior to, during, and after implementation. Because these changes are made for the organization's benefit, organisations can prevent unfavourable effects by properly managing the changes,(Business Bliss FZE, 2023).

McDonald's will benefit greatly from its innovation, thus it should make every effort to make the necessary adjustments. If there are any issues during the change's implementation, they should be the focus of attention and efforts to fix them,(Business Bliss FZE, 2023).

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Thank you.