

Introducing the Modern Workplace

LCBB4003

Task 1:

Group presentation

HONDA - company



Overview

- Company's background, performance and competitors
- Manager's skills and tasks in the company
- Leadership theories – applied in the organisation
- The factors which influence group and team behaviours



BACKGROUND

- The Honda Motor Company was founded by Soichiro Honda in Japan in 1948
- First motorbike C100 Super Cub (1960s)
- 1970s started making cars
- 1973 Honda Civic, 1976 Honda Accord
- Soichiro Honda was honored with induction into the Automotive Hall of Fame in 1989
- Affordability, eco-friendliness, and efficiency
- Innovative motorcycles, successful auto entry, sustainable transportation commitment

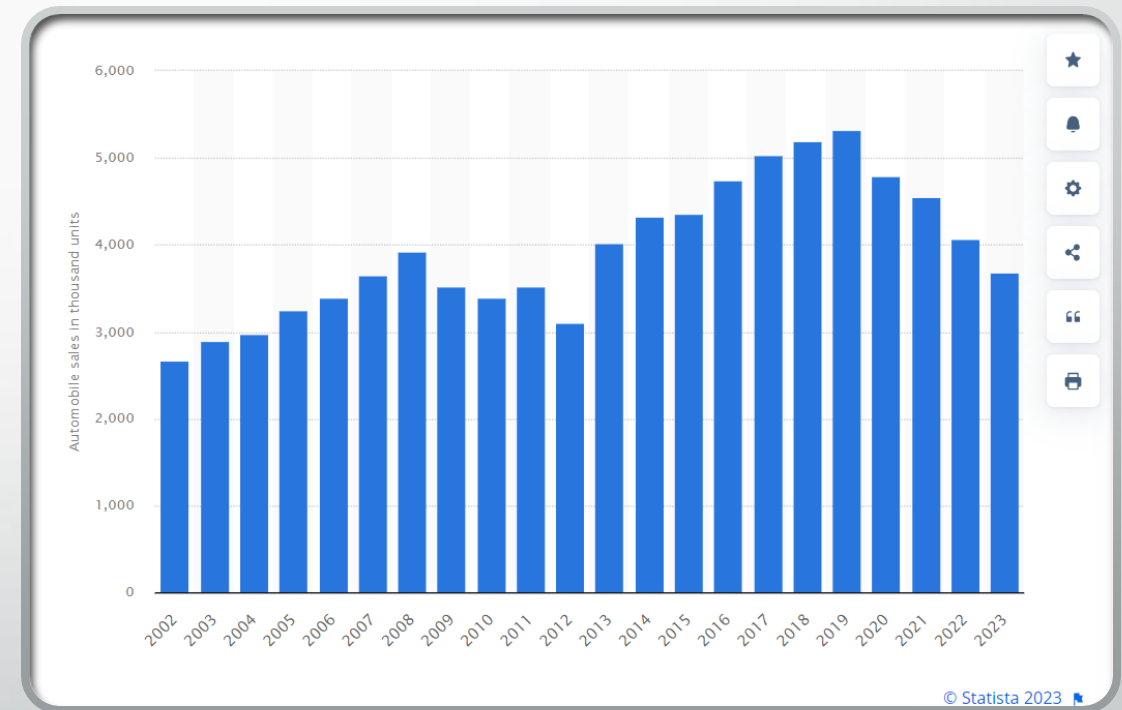


(History, 2019)

Brigitta Horváth (2213952)

PERFORMANCE

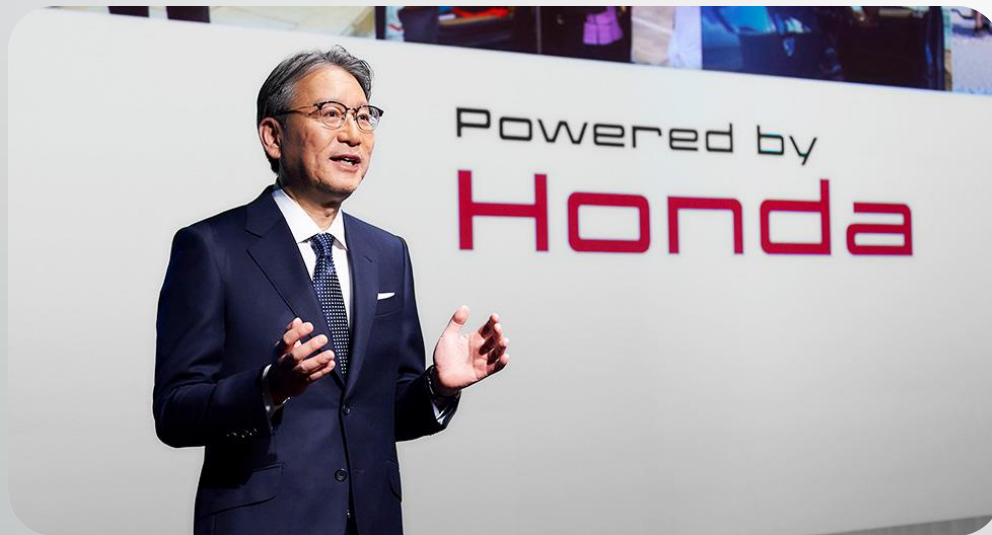
- Operating in over 100 countries
- Excellent branding, advertising, and after-sales services
- Honda employs over 200,000 individuals worldwide
- R&D drive constant improvement
- Honda enjoys high brand value and a loyal customer base
- Honda Motors actively participates in prestigious motorsports events



COMPETITORS

- Honda competes with a range of top automobile and motorbike manufacturers worldwide
- Major competitors include Toyota, Nissan, Hyundai, Mitsubishi, Volkswagen, Ford, Suzuki, Yamaha, Kawasaki, and BMW Motorrad
- These competitors operate globally, presenting a diverse and competitive landscape for Honda
- Each competitor brings unique strengths and offerings to the market, challenging Honda's market position
- Honda continuously faces competition from these renowned automotive brands in various markets

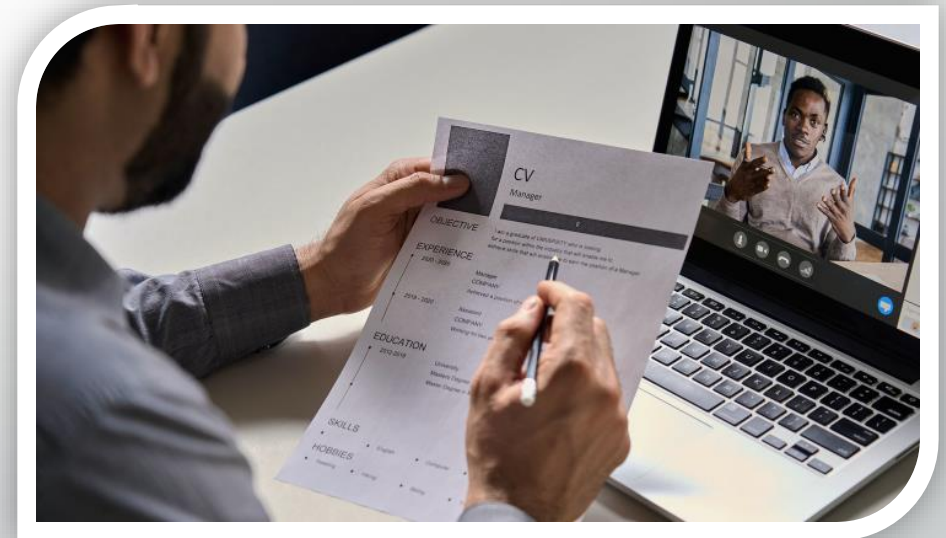
MANAGER OF HONDA



- Toshihiro Mibe - chief executive officer, president, and director of Honda
- Natural leader
- Qualifications

SKILLS OF A MANAGER AT HONDA

- Organisation and delegation
- Forward planning and strategic thinking
- Mentoring
- Visionary leadership skills
- Communication and motivation
- Ability to adapt easily
- Decision-making skills and reliability
- Team-building skills



TASKS OF A MANAGER AT HONDA

- Coordinating the work activities of others
- Follow up high performance
- Providing quality customer service
- Maintain budgets
- Establishing marketing strategies
- Responsible for all commercial activities

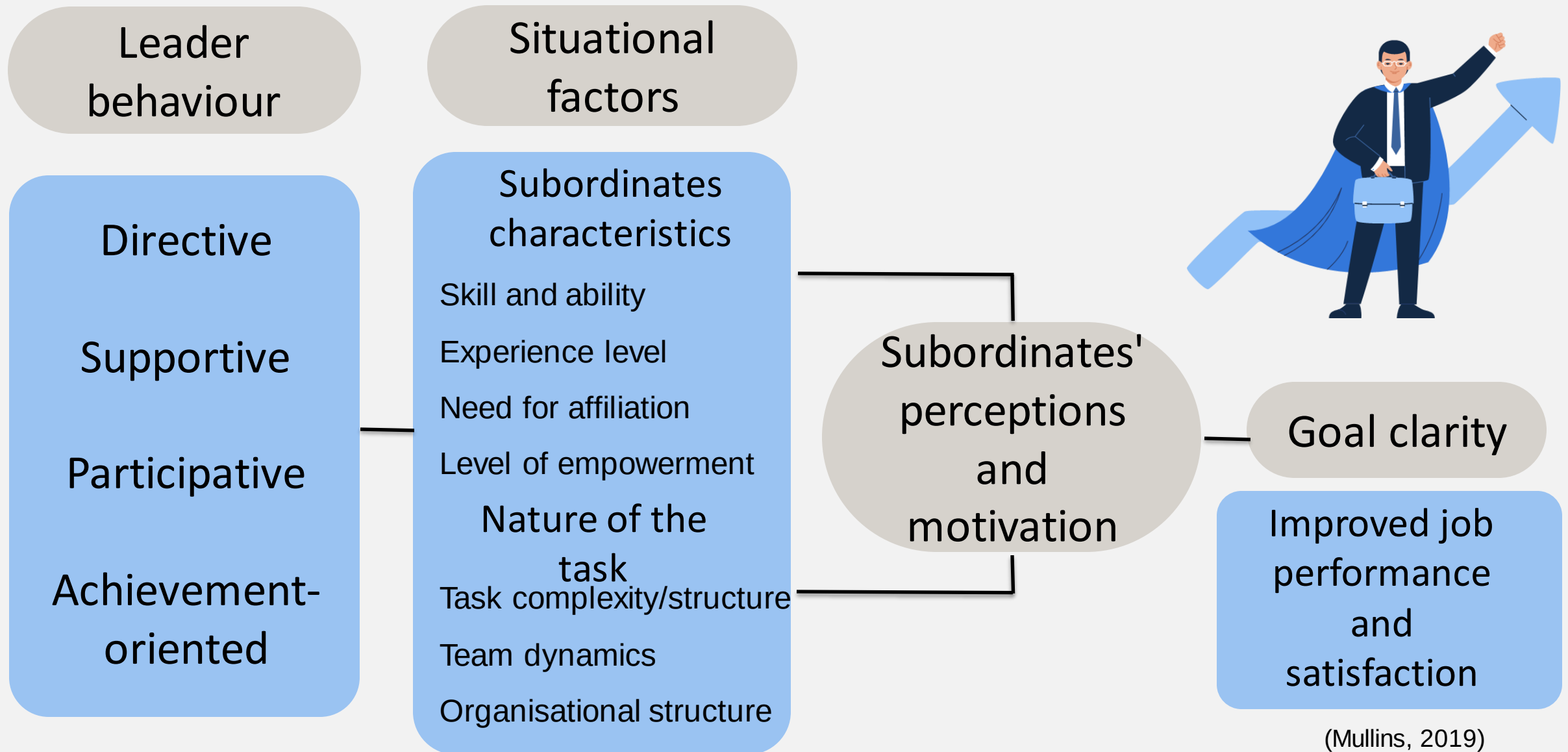


IMPORTANCE OF SKILLS AND TASKS FOR A HONDA MANAGER

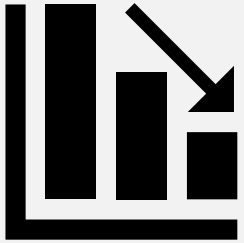


- Set reasonable goals, and plan what actions will lead to success
- Make sure things go by plan
- Always keep learning new things, and gain more knowledge and experience
- Engage every team member in order to achieve desired business objectives

Path –goal theory of leadership



Path – goal theory of leadership



Regional sales manager did not hit lead – generation target.

2

Assessment outcome

Highly skilled/experienced manager, difficult to judge situation.

1.a

Employee characteristics

- Motivation
- Skills and enough experience

1.b

Environmental characteristics

- Team dynamics
- Level of instructions
- What are consequences of success and failure

3

Participative leadership

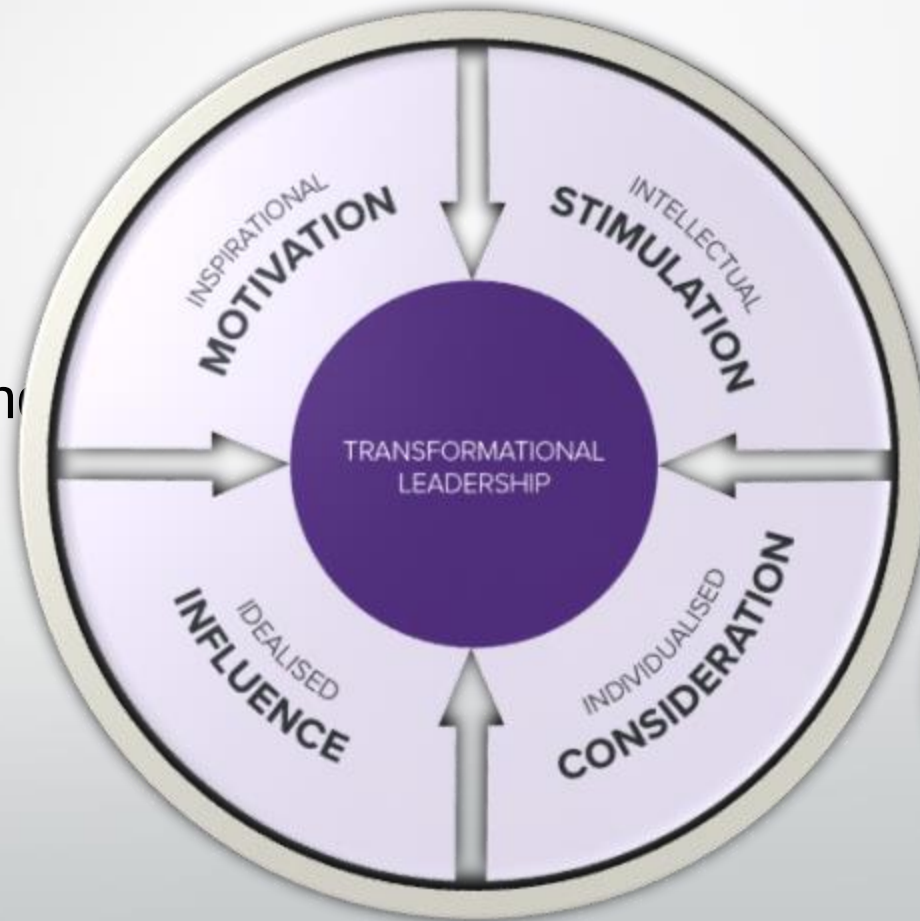
- Clarify the connection between the path, the goal and rewards
- Encourage team members to participation
- Establish harmony between the individual and company's goal

Transformational leadership - theory

Steps to follow:

- Make your vision clear and appealing
- Provide a description of how the vision may be realised
- Keep an optimistic attitude and act confidently
- Show confidence in your followers
- Display leadership behaviour

(Bass and Riggio, 2006)
(Mullins, 2019)



(Beheshti, 2018)



(Hill, 2020)

The leadership 'jigsaw'

Vision

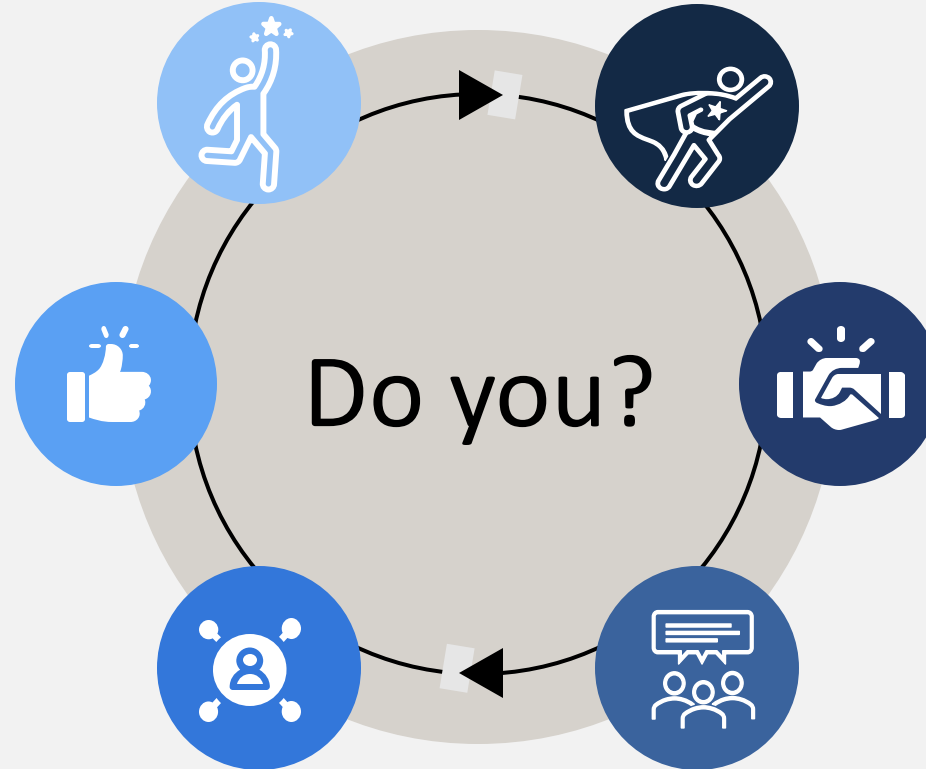
Do you communicate your company vision with your employees at all levels?

Example

Does your behavior match your words?

Relationship

Encourage everyone to contribute to the success of the team to which they belong?



Motivation

Recognise and reward the achievements of individuals and teams?

Empowerment

Understand that the organization would still function even if you were absent?

Communication

Encourage your staff to voice their diverse opinions and constructive criticism

(Mullins, 2019)

Daniela Ambros - 2115350

What makes a Honda is who makes a Honda

- Honda's strategy actively encourages diversity.
- The company adopts a culture of respect for people.
- Honda's values its employees as vital contributors to its success.
- The people get motivated to work hard and efficiently.

(Honda, 2023)



The importance of groups to the...

Honda

- Enhance performance, creativity and learning.
- Cut down the cost of production.
- Speed up innovation.
- Boost greater involvement of employees.
- Build trust and find solutions to disagreements.

(Buchanan and Huczynski, 2016, p. 418)



Honda's employee

- Achieve difficult tasks.
- Collusion between team members.
- A feeling of being accepted and included within a group.
- A collective effort to protect the interest of the group.

The factors that influence Honda's team behaviour

- Culture
- Norms
- Values
- Philosophy statement
- Respect
- Equality
- Inclusion and compatibility
- Leadership style
- Trust
- Psychological safety
- Climate
- Satisfaction
- Role of rewards and recognition

Conclusion

- Honda's performance is reflected by the managerial practices and the interplay between culture and individuals within the organisation.
- Honda holds the belief that a successful business relies on the presence of a collaborative and forward-thinking work environment.



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