

Leadership and Management skills in the
workplace

Vodafone UK in a Period of strategic Transformation

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1. Executive summary

Strategies in business are action, which purposes is to help organization to achieve long term goals, improve competitiveness, respond to change it in business environment.

Main subjects is a Market strategy, Effectiveness in operations, financial management, Human recourses. Digital transformations, Innovations, Control of risk situations, Sustainability and responsibility.

Market strategy

Check and identify customer's needs, keep competitiveness, find new products, markets, services

Effectiveness in operations

Reduce costs and wastes, control processes, productivity and quality, use right technologies by situation.

Financial management

Improve profitability, finance operations control, allocate recourses, manage financial risks.

Human recourses

Find and coordinate skilled employees, trainings and development organization, work positions shaping control

Digital transformation

Adopt technologies that improve customer experience and operations, use data analytics to support decisions, care about cyber security and digital possibilities.

Innovations

Develop new products and services, encourage testing processes and experiments,

Risk control

Do not give possibilities to appear dangerous and risk situations, control all processes, made decisions to eliminate risks.

Sustainability and responsibility

Care about integration environmental and social considerations into business decisions, improve resource effectiveness, respond to stakeholders' expectations and regulations.

Traditional steps scheme in strategies:

Situation - appeared problem - find strategy - right choose action - requiring recourses - Expected outcome

In practice, recommendation for strategies should be strategically based, should be proved by practical basics, references. Have to followed professional schemes and have plan exact plan for realization, controlling and monitoring full process.

2. Introduction to Vodafone

Vodafone group Plc exist from 1984. Headquartered in UK as international company.

It is international company, spread across geographic different areas. In last two years, company organized in two regional platforms, Europe and Africa. European segment represents most of the group service revenues, relies on operations based in Germany, Italy, United Kingdom, Spain and other Europe countries. Rest of world segment includes south Africa and others Africa continents countries and regions.

The Group holds and provides ventures in Nederland's named Vodafone Zigo, have branches in Australia, India, Kenya.

A wide variety of communication services to customers and business subjects provides in data services, mobile and fixed lines and networks. Afrika and European customers' needs separately internet things, fixed lines, tv service and multiple mobile group service in common with digital requirements.

Regarding business segments the Group offers mobile, other communication services and IOT, cloud and security services. Vodafone rents virtual mobile network operators (MVNOS), named the largest European tower company, became convergent player in Europe.

EVALUATION ABOUT VODAFONE IMPORTANT INFO

Vodafone has highest position in investments in technological positions. As they have **largest mobile network** and investing in G4 and G5 new opportunity.

Large customer base. Concern has customers per all the world. Technological possibilities keep many customers. It's done per international experience. Good service helps to grow clients and learn to use more options, new technologies. As it much more expensive but high-quality service with strong signal and multiple service.

Advanced technologies. Based by new 5G technologies, company have wide range of service. From business solutions for communities till cloud services, cybersecurity.

Investors. Play important role in telecommunication business. Its priority to invest in Vodafone activities. Main factor works here as a strong technical basic.

Experience leader in telecommunication, has long story, strong authority.

Analysis in PESTLE scheme

Current Vodafone strategy focuses on simplifying the business operations, improving customer experience and growing service in abroad countries

Explanation how works and influence external factors to company

Political Government regulations and requirements in telecom security, customer Rights, investment rules, national security factors, different regulations in different countries

Economic Inflation, energy grow costs, currency fluctuations affection, new technologies create more services, grow business

Social customers expectations for fast and cheep service, smartphones more Using, digital payments, customers trust for safety.

Technological cloud service, fibre broadband, 5G technology, good investments for Network, cybersecurity, competitors services, AI new technologies

Environmental customers significant amounts, reduce carbon emission, use Materials for mobile models, energetical wastes. Weather Conditions destroy signal

Legal Data protection, telecommunication regulations, customer security Requirements.

Firm strategy positioned between two parts. Telecommunications industry very helpful service with economy of time. Strong positions of time gives possibilities to grow. Many communications was created in war situations (example with internet). To grow and keep leading position, need strategy to find moment of new appeared technology and use it logically.

3. Strategic Growth options and Proposed strategy

The group provides many variations of communication services to individuals and business customers. Main customers – in Europe and Africa are different with requirements. Mainly creates different offers in spectre of services:

in mobile multiple service operations, fixed communication and TV lines, internet lines and services. Follow statements customers not allowed to have bank account in Africa. **M- peas** service specially for simplify solution for situation like this. Second one in Business service – cloud with data security. Rent wireless capacity to mobile virtual network.

Concern has biggest network of signal towers in Europe. So its fundamental reason for minimising and cut costs, while improving quality and minimise spending as users on Privat network. Shareholders see big possibilities and make investments in technological range. There are split three groups of investors: Government, Public and Private companies. Vodafone created positive motivation for investor in successful activity. Investors see low – risk there and easy access to capital.

Strategy

Deepen Customer Engagement

In Europe, focus mains to grow existing customers, driving emphasis towards improved customer loyalty. In a business segment, there is opportunity to gain market share in the evolving wide area networking market.

In Africa Vodafone is a mobile data and payments provider. There are broad new financial and digital services keeping up with its transaction volume trend. Grow potential areas with 5G connectivity, by assuming will support AI autonomous, car systems and cloud computing.

Accelerating digital transformation

AI and process optimization, investment activities in network infrastructure. Planning simpler operating model creates digital care customer teams. It movement from mass media to a personalized contact with customers.

5G technology helps to build a competitive digital economy and innovate new services, such as Quality of services (QoS), Fixed wireless Access (FWA)

Improving Asset Utilisation

Vodafone's European tower infrastructure stands in first position to reinventing themselves. Its main movement to keep away from other infrastructures. Its shares price rose.

High-quality sites make clear business models. 5G technology shape Vodafone towards. It being follow smart cities systems. It makes positive impact in revenues. This balance as infrastructure, assets values at high level.

Holds the masts across nine countries, acquired assets in Germany, Czech Republic, Hungary, Romania. Regarding Vodafone`s future, African segment will give a slower economic recovery than European one. Adaptation in more conservative approach regarding the potential grow for the five years.

The last action in merged Vodafone with three operators, did 11billion investment. That's improve commercial returns, in use new technologies as 5G eliminate signal dead. Independently, both companies had low profitability in UK market. In the united two brands they got goals as a lower rate, better coverage, became stronger in competitive UK market.

These findings could shape variations of strategy for future and plan in next steps. The strategy can consist in effective operations and low prices. As united two operators with positive quantity, concern have large scale of possibilities.

Finding problem consist of **right way coordination of company potential possibilities and not missing long-term growing for future.**

4. Strategy evaluation

Strategy of grow consist from unification and do prices lower. As a big concern, it makes possibilities to dominate in market between others communication service operators and providers.

The current strategy can be called simpler, stronger, growing. It should be fundament for make competitive prices and get more customers.

Object. Develop a strategy to prepare Vodafone till company will be ready to serve more customers in more country's operational efficiency, reduce avoidable costs, create operating model, protect network quality, keep long term grow. There are easy sample of functionality of super concerns existing and functions operating. (LIDL, IKEA). They shaped strategy with low prises and dominate in all the world, invest in properties, offices, buildings as perspective investment.

Strategy tools

Simplify service and operations, more digital and scalable operating model, **use newest technologies as possible.** Most important Key point – to find new technology and adapt for business.

Explanation points of strategy realization:

Key findings where largest costs is;

Reducing costs without damaging network performance;

Simplified processes, change technologies;

How improvements become a permanent part of Vodafone operating model;

In organizational and workforce

Simplify organization and decision making;

Find duplicated roles, check functions in structure;

Find positions for investing in most actual processes;

Automation and AI

Innovation in new technologies;

Human recourse adaptation and learning ;

AI software development;

Workstreams

detailed view of Vodafone`s current costs structure;

Where Vodafone organization activities can be consolidated;

Target organization models;

Results and purposes should be streamed in unification and clearness in services for customers. Domination of use new technologies – one of main set of tools.

5. Stakeholder Analysis

A stakeholder's groups, internal and external actors, their power of interests.

Most critical stakeholders are customers, employees, inventors and regulators, because they have both substantial interest in Vodafone and ability to significantly affect its performance. Effective stakeholder management therefore requires Vodafone to improve customer experience and employee engagement while delivering financial returns and maintaining regulatory and social trust.

Stakeholders (follow in traditional scheme between power and interest)

Customers - high power, high interest are one of the most important stakeholders. Influenced mostly if a situation in service providing changed. They should be

straightly inform about any situation massaged online, mainly into accounts. They generate the company's revenue, can easily switch to competitors. That's why they required keep attention. Vodafone operates 310 million mobile customers, 22 million broadband and 15 million TV customers. Customers main concerns include reliable connectivity, network coverage, customer service, fair pricing. Vodafone strategy therefore places significant emphasis on improving customer experience and making service easier and more flexible.

Management – low power, high interest keeps closer customers, generate customer services, use digital technologies in accounting and stores management.

Employees – high power, high interest they essential, because company stands on technical, managing sales and customer service . they belong for structure and created operative schemes.

Shareholders and investors – high power, high interest

Investors generate sustainable returns, they interest in profitability, cash flow, grow price performance, dividends. Vodafone current strategy focused in effectiveness, operations growing in right way, operations with recourses in market. All concentration and main ideology - to create value big as possible.

In structural changes by follow new strategy, investors can see profits after some time. Investors should concentrate in profits after customers increase.

Government and regulators – high power, high interest.

This is most powerful external stakeholders. Telecommunication companies operate in heavy market regulations. Government keep in roles many factors in common with telecommunication activities. It is any allocation, competitions, consumer protection facts, privacy, tax regulations, network and technical requirements.

Suppliers – medium power, high interest

There are many kind suppliers all of them in process with organization. Without suppliers no sellings can be done, any ideas or project goes with materials, equipment and production. All suppliers interesting in long terms contracts, payments in time, good business relationship. Vodafone wants competitive prices.

As a both business partners satisfy, new part of project could be long term contracts, which guaranties long term relationship, and low prices production. As a interest of suppliers high, Vodafone can drive to reduce costs, can use pressure on suppliers' margins.

Local communities – medium power, high interest

Communities are affected by Vodafone network and infrastructure and digital inclusion. Vodafone alongside, contributions supporting health, education and emergency across many countries. As a big countitie communities, can pretend for good deals in contracts between, with good and lower prices regulations.

6. Implementation and monitoring

In a strategy implementation should be done project includes more detailed as possible with prove scheme and standards regulations.

Robus strategy and Leadership

A Robus strategy is essential to an organizations ability to thrive and remain competitive dynamic markets. It provides a clear direction while **ensuring** that organizational resources, people, and activities are aligned toward common strategic objectives.

Implementing robust business strategy is for long term goals, important successful execution which makes organization success. Monitoring process options, concept of work in practice. In a Robus strategy, the capacity to smoothly execute determines an organisation ability to thrive in competitive markets. By key implementation, **success is clear strategic alignment**. For leadership is plans to transformative market dominance. It is clear plan for the objectives, actions, accountable culture, key performance indicators.

Key Robus strategy elements

- 1. Alignment** ensure that organizational goals, leadership, teams follow plan correctly and use strategic plan and vision.
- 2. Transparency** – maintaining clear communication, visibility of decisions, objectives, performance across the organization. Communication details from plan, keeping in cooperation, time plans and frames, big picture goals.
- 3. Accountability** – establishing clear ownership, responsibilities, and measurable expectations for delivering strategic outcomes. Cleary define responsibilities, for ensuring success.
- 4. Agility** – enabling the organization to respond quickly to changing market conditions, customer needs, technologies and competitive pressures.

5. Tracking and monitoring Continuously measuring strategic performance through relevant metrics, milestones and key performance indicators.

6. Progress efficiency ensuring that strategic initiatives deliver measurable progress while making effective use of time, resources, investment.

7. Change management. Managing organizational transformation effectively by preparing people, processes, systems to adopt and sustain change.

8. Continuous improvement. Regularly evaluating performance, learning from results and adapting the strategy to achieve better outcomes.

The strategies determine an organization's ability to survive, thrive and create sustainable competitive advantage. For leadership, strategy is more than a plan.

It is a map for transformation, innovation, execution and market leadership. Effective leadership therefore translates strategic ambition into disciplined execution. Establishing a compelling vision, aligning the organization, empowering people, monitoring progress, managing change, continuously improving performance. The ultimate objective is to transform the organization into a more agile, efficient, innovative, competitive enterprise capable of achieving sustainable market dominance

7. Conclusion 150

Vodafone commercial situation is on positive side. Recommending strategy should work in simplifying, create easy models for operations. That's easy requirements of customers – to get product minimal but good quality product in a possible middle level price.

Decision to merge two mobile networks operators in one, represents a major change in the UK mobile market. Company with strong technical basic and investment, another company operate many customers and requiring strong signal for customers. Both companies have international businesses. In new situations appear many new factors which will change strategies. New decisions can create more possibilities to use advantages of concern in this moment and don't lose domination positions in market. As a company grow, there are possibility to eliminate prices in created several levels of customers, including business level.

Most important option – use new appeared technologies. Many changes of company requiring coordination, monitoring and control strategy and many factors of changes play in customers marketing.

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