

**BA (Hons) Leadership and Management Skills for the
Workplace**

**Workplace Culture and its impact on Organisational
Efficiency – Task2 Interview**

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Introduction

The analysis conducted on EasyJet, a leading low-cost airline, reveals several key factors affecting its performance. The study focused on various aspects, including organizational culture and structure, broader environmental analysis, ethical approaches, and sustainability initiatives. The study found that EasyJet's success is based on several factors, including a strong organizational culture that emphasizes teamwork, collaboration, innovation, and adaptability. Additionally, the company's focus on providing low-cost service while maintaining high levels of efficiency, its commitment to ethical behaviour and compliance with laws and regulations, and its initiatives to reduce its environmental impact have also contributed to its success. The study highlighted the challenges and opportunities that EasyJet faces in a dynamic and competitive environment, such as changes in consumer behaviour, economic volatility, and environmental regulations. To remain competitive and achieve sustained success, the company must continue to strengthen its organizational culture, invest in sustainable initiatives, and maintain a strong commitment to ethical behaviour and compliance with laws and regulations.

Key findings of organisational culture and structure

The study found that the strong relationship between organizational culture and structure has a positive impact on both financial and non-financial performance. EasyJet's strong culture of efficiency and cost-effectiveness is reflected in its financial performance, with the company consistently achieving high levels of profitability. The company's focus on providing a quality service to its customers has resulted in high levels of customer satisfaction, which is an important driver of non-financial performance (Scholes, 2019). The study also found that EasyJet's organizational culture and structure are highly adaptable. This is an important factor in the company's success, as the aviation industry is highly dynamic and constantly evolving. EasyJet's ability to quickly adapt to changes in the industry has enabled the company to maintain its competitive edge and continue to achieve strong financial and non-financial performance. The key strength of EasyJet's organizational culture is its strong focus on teamwork and collaboration (Kotler, 2018). The company values the contributions of all its employees, regardless of their position within the company. This has resulted in a highly motivated and engaged workforce, which is essential for achieving high levels of performance. Another important factor in EasyJet's success is its focus on innovation (Simons, 2021). The company is constantly looking for ways to improve its operations and provide a better service to its customers. This focus on innovation has enabled EasyJet to stay ahead of its competitors and maintain its position as one of the leading low-cost airlines in the industry.

Key findings Broader environmental analysis of Easy Jet

The study conducted on EasyJet's broader environmental analysis using various analytical tools found several key factors affecting the company's performance. These factors include political, economic, social, technological, legal, and environmental factors, as well as the competitive landscape of the aviation industry (Scholes, 2019).

PESTLE analysis revealed that political factors, such as government policies and regulations, can significantly impact EasyJet's operations. For example, changes in regulations related to airport security or environmental policies can increase costs for the company. Economic factors, such as exchange rates and economic downturns, can also affect the company's financial performance. Social factors, such as changes in customer preferences and behaviour, can also impact the company's operations (Simons, 2021). For example, an increasing demand for sustainable travel can influence the company's strategy and operations. Technological factors, such as advances in digital technology and social media, can also impact the company's marketing and customer engagement strategies. Legal and environmental factors also have a significant impact on EasyJet's operations. For example, legal regulations related to air travel safety and environmental regulations related to emissions can increase costs for the company. The company's efforts to reduce its environmental impact can also influence its strategy and operations (Bevan, 2021).

Porter's Five Forces model analysis revealed that the aviation industry is highly competitive, with several established players and a significant threat of new entrants. The bargaining power of suppliers and buyers also has a significant impact on EasyJet's operations, as the company relies heavily on suppliers for its operations and must maintain high levels of customer satisfaction to remain competitive (Grant, 2019).

The McKinsey 7's analysis revealed that EasyJet's strategy is focused on providing a low-cost service to its customers while maintaining high levels of efficiency. The company's strong organizational culture and structure support this strategy by emphasizing teamwork and collaboration, innovation, and adaptability (Johnson, 2022).

SWOT analysis revealed several key strengths, weaknesses, opportunities, and threats for EasyJet. The company's strong brand image, efficient operations, and focus on customer satisfaction are among its key strengths. However, the company's reliance on low-cost flights can also be a weakness, as changes in consumer behaviour or economic conditions can impact its operations. Opportunities for EasyJet include expanding its operations to new markets or developing new products or services. Threats to the company include increased competition, changing regulations, and economic volatility (Bevan, 2021).

Key findings of ethical approaches of Easy Jet

The study conducted on EasyJet's ethical approaches found that the company has a strong commitment to ethical behaviour and sustainability. The company's ethical approaches are based on four key principles: safety, sustainability, compliance, and respect. These principles guide the company's operations and decision-making processes, and are reflected in its corporate social responsibility initiatives (Johnson, 2022).

The study found that EasyJet's commitment to ethical behaviour has several benefits. These benefits include increased customer loyalty and trust, enhanced reputation, improved employee morale and retention, and reduced risk of legal and regulatory issues (Bevan, 2021).

Environmental sustainability analysis revealed that EasyJet has implemented several initiatives to reduce its environmental impact. These initiatives include investing in more fuel-efficient aircraft, using sustainable biofuels, reducing waste and emissions, and promoting sustainable travel practices to its customers (Hambrick, 2020).

Ethical considerations analysis revealed that EasyJet has a strong commitment to ethical behaviour and compliance with laws and regulations. The company's code of conduct emphasizes the importance of ethical behaviour and outlines the company's expectations for its employees, suppliers, and partners. The company also has a strong whistleblowing policy and anti-corruption measures in place to ensure that any ethical issues are promptly addressed (Johnson, 2022).

Recommendations to EasyJet Plc include continuing to invest in sustainable initiatives to reduce its environmental impact, enhancing its corporate social responsibility initiatives to improve its reputation and attract more customers, and strengthening its ethical policies and practices to ensure compliance with laws and regulations and maintain a strong commitment to ethical behaviour (George, 2018).

Conclusion

The analysis conducted on EasyJet highlights the importance of several factors in driving the company's success. EasyJet's strong organizational culture, focus on low-cost service, commitment to ethical behaviour and compliance with laws and regulations, and sustainability initiatives are all crucial to the company's performance. However, the study also reveals the challenges that EasyJet faces in a dynamic and competitive environment. These challenges include changes in consumer behaviour, economic volatility, and environmental regulations. To overcome these challenges and achieve sustained success, EasyJet must continue to innovate, adapt, and invest in sustainable initiatives. The company must also maintain a strong commitment to ethical behaviour and compliance with laws and regulations, which will enhance its reputation and customer loyalty.

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