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A. Introduction:

Care Yourself, a cosmetics and personal care company, strives to maintain quality and customer satisfaction. Despite the diversity of competitors, the leadership strategy failed to keep pace with the demands of the 21st century. It failed to keep pace with consumer needs and was unable to compete globally or with rapid technological developments. This made it almost handicapped by the old approach in keeping pace with sustainable growth.

The following report criticized the current leadership strategy and highlighted key areas of neglect, such as training and development, effective communication, employee engagement, and the team's reliance on top-down decision-making and resistance to change. This has left employees feeling unappreciated and disconnected from management and other departments due to the lack of modern communication tools and collaboration. The work environment has become characterized by a stagnant organizational culture, and the company's lack of innovation has been reflected in its ability to keep up with market, industry and technological trends, as well as missed synergies and inefficiencies.

What hinders the company's growth and reduces its opportunities, capabilities, and ability to compete is the leadership's inability to adapt to modern work organization practices. Since flexibility, creativity, and employee empowerment are critical to a rapidly evolving environment, Care Yourself's failure to implement transformational leadership principles risks its collapse. In this report, we focus on the significant shortcomings that could destroy the company in the long run and offer practical, flexible, and actionable recommendations to help the company adapt a new strategy to meet the modern business environment.

After addressing all the aforementioned challenges, Care Yourself will realize its full potential and foster a spirit of innovation, creativity, and development. It will then become a leader in its field and consolidate its position, distinguishing itself from its competitors.

B. Report on the company and current leadership:

1. Failure to Develop and Retain Talent

Care Yourself's leadership strategy does not prioritize talent. The leadership does not include in its strategy for Care Yourself talent development or employee growth and development. There are no training, mentoring, career advancement and promotion programs at the departmental level, which makes employees feel unappreciated and uninvolved. The leadership team also does not identify or nurture individuals with high skills and potential within the company. This neglect has led to stagnation and loss of competitive spirit among skilled employees.

2. Neglect of Young and Emerging Talent

The company's hiring practices do not focus on attracting young, skilled professionals who can bring new and innovative ideas. The outdated, traditional leadership approach of Care Yourself does not integrate young leaders who have received modern, systematic, scientific, and practical training. This has led to a lack of generational diversity within the company, both internally and externally, and has weakened creativity and the ability to keep pace with the market and its evolving needs.

3. Absence of a 21st-Century Leadership Approach

Care Yourself's leadership strategy is based on outdated, hierarchical methods that do not align with the collaborative and dynamic environment of 21st century organizations. Transparency, analytical and data-driven decision-making, and inclusiveness are principles the company has failed to develop. What hinders employees' creativity, empowerment, and stifles their innovation is this failure of an inflexible and rigid work environment.

4. Ineffective communication across departments

Poor communication and its weaknesses have become a major obstacle to collaboration between individuals within the same department and across departments, affecting work efficiency. Due

to the lack of consistent and organized systems for exchanging information, efforts have become inconsistent, as if departments are working independently and not complementing each other. Such errors lead to misunderstandings that waste time due to duplication of work and the loss of opportunities for synergy and cooperation. Effective, accurate, and flexible communication are essential in this era. Therefore, outdated practices have become a heavy burden on the company.

5. Underutilization of Network Dynamics

Care Yourself does not take advantage of the dynamic processes within its organization. They always prefer to instill trust in their employees, but fail to foster collaboration, knowledge and idea sharing, and collaborative initiatives between departments, administrations, and individuals. All of these things would preserve creativity and innovation and significantly improve employee performance at all levels. Neglecting the internal network significantly impacts the external network, and thus the company misses out on important opportunities to build a motivated and cohesive workforce.

6. Lack of Modern Policies and Procedures

The company's internal and external policies and procedures are outdated and ineffective. Internally, there is no rigorous system for performance appraisal, conflict resolution, or employee development and training. Externally, the company has no defined policies for dealing with customers, supplier relations, and regulatory compliance. This lack has led to poor operational efficiency, legal risks, and a bad reputation.

Conclusion of the report

In analyzing the company's leadership strategy, the most significant flaws that hinder the company's progress towards a modern business environment were revealed. These flaws were attributed to the failure to prioritize areas such as talent development, retaining skilled employees, and attracting young, innovative, and creative employees.

All of this has led to a state of stagnation among the company's workforce, preventing it from competing in the market. What has led to the company's lack of transparency and failure to rely on data-driven and comprehensive decisions is the company's failure to adopt a 21st century approach. This outdated leadership style exacerbates problems and challenges and fosters a rigid work culture that discourages creativity, collaboration, and employee empowerment.

Furthermore, duplication of efforts and lack of effective communication between individuals, departments and administrations leads to lack of synergy and inefficiency, and prevents the company from enhancing knowledge sharing, collaboration and innovation, not taking advantage of the dynamics of internal networking, all of which are crucial to maintaining motivated and cohesive individuals. Finally, the absence of updated policies and work procedures, both internally and externally, undermines operational efficiency, increases legal risks and harms the company's reputation.

Care Yourself must undertake a comprehensive transformation of its leadership strategy to maintain its position in its highly competitive sector. This can be achieved through inclusivity, prioritizing talent development and growth, establishing structured and clear career progression paths, and implementing training and mentoring programs. It must also adopt a modernized leadership approach enhanced by collaboration, innovation, and transparency. Critically, it must review and develop its internal and external policies to align with contemporary business practices.

Without these changes, the company will face the risk of decline and perhaps obsolescence in the sector. This is dangerous for a sector that requires creativity, adaptation, and future development. When these critical issues are addressed, the company will be able to rebuild its balance sheet, enhance employee and customer satisfaction, and confirm its position in the market in the future. It will know that this is the time to act, because the cost of inaction will increase over time in a rapidly competitive and evolving business environment.

C. Critique of Leadership Practices at Care Yourself:

1. Outdated and Inflexible Leadership Style

Care Yourself's leadership team operates strictly from the top down, far removed from the dynamics of a modern organization. The lack of contribution from individuals, including employees and managers, creates a culture of non-participation, disempowerment, and lack of trust among them, especially with centralization in decision-making. This weakens innovation and creativity, and makes individuals not take the initiative and do not contribute new ideas in a fast-paced and constantly changing work environment. Leadership must realize that inclusiveness, flexibility, and cooperation are very important things, and when they are developed, the company's leadership will become a model that keeps pace and develops a culture of localization, trust among employees, and independence. They will feel appreciated and connected to the company's goals. When these things are achieved, the obstacle that prevents growth and adaptation in the long term will be removed.

2. Failure to Develop and Retain Talent

The company fails to retain or develop talent because it doesn't train them systematically, doesn't create training programs for them, and doesn't have a clear plan for promotion, evaluation, and career advancement. This leaves employees developing on their own without guidance. This neglect has led to anger and dissatisfaction, low morale, and high employee turnover. High performers, in particular, feel unappreciated, leading them to seek opportunities elsewhere. The absence of a talent development strategy and plan, training and development, depletes the company's human capital, and erodes its competitive edge. At a time when employee engagement and retention are critical to a company's success, a company's failure to invest in its workforce is costly in terms of losses.

3. Failure to Attract and Utilize Young Talent

The company is dominated by a leadership with outdated, traditional mindsets, creating a large generational gap that stifles creativity. The company does not attract employees from diverse backgrounds, does not make an effort to engage employees, and does not share their skills, which does not provide it with new insights, technical, professional, and methodological expertise. Due to the lack of diversity between generations, the company has become unable to keep pace with the needs of consumers in the growing, diverse, and changing market. This also led to young

employees who develop in a work environment based on dynamism, encapsulated in technology, and collaboration, feeling isolated from the company and its inflexible culture. Its failure to benefit from the capabilities and talents of young people also causes the company to lose the ability to adapt and innovate, which are two things that are important for survival in a rapidly changing sector.

4. Poor Communication and Collaboration

Care Yourself suffers from weak effective communication processes, both within and outside departments. What always leads to misunderstandings between departments and individuals is the inaccuracy of information because it causes ineffective duplication of work and wastes opportunities for success. Therefore, the leadership preferred to develop new communication tools and practices such as periodic meetings between individuals and departments and collaboration platforms to encourage teamwork, as they are important to ensure integrity, transparency and consistency of ideas, because such failure in communication has become an obstacle to productivity and creates a separate and fragmented organizational culture in which individuals feel isolated, marginalized, ignorant, lacking in development and harmony. At a time when seamless communication is the cornerstone of successful companies, outdated corporate practices are a barrier to efficiency, innovation, and growth.

5. Underutilization of Internal Networks and Resources

Care Yourself's leadership has largely ignored the potential of its internal networks and resources. It does not encourage cooperation between departments, and the leadership team does not show any effort for this, nor does it encourage effective teamwork and proper knowledge exchange. This leads to the dispersion of individuals' efforts, and the old, deteriorating vision and experience no longer give importance to the important experiences of employees and does not give them opportunities to contribute more than their direct role. This is something that reduces the use of the company's internal and external resources, curbs their creativity and operational efficiency, and prevents the company from using the power of social intelligence of individuals. By failing to foster a culture of collaboration, the company has squandered one of its most valuable assets: its people.

6. Lack of updated policies and procedures

Care Your Self's leadership is not interested in establishing and developing work policies that clarify all work processes and procedures so that they are consistent, up-to-date, and clear internally and externally. Internally, the company has not established a performance evaluation system, a dispute resolution policy, or a talent training and development system. This leads to numerous problems in management practices and operations and leads to employee dissatisfaction. Externally, the company does not operate with suppliers and all external relationships through policies that regulate communication with them or comply with regulatory requirements. This weakens operational efficiency, increases legal risks, harms its reputation, and creates an environment characterized by mistrust, chaos, lack of governance, and a lack of credibility. Therefore, without a strong and solid foundation of policies and procedures, the company will be unable to deal with the current business environment and its complexities.

7. Resistance to Change and Innovation

The Care Yourself leadership team is highly resistant to change and innovation, clinging to old practices and methodologies. They have failed to embrace the modern leadership approach—data-driven decision-making, employee empowerment, and lean, practical, fast, and agile methodologies—that are essential to thriving in the 21st century. The business environment in the 20th century. A lack of innovation has led to a company's stagnation and inability to respond effectively to market challenges or emerging opportunities. While competitors are leveraging technology, encouraging innovation, and adapting to new trends, the company remains stuck in outdated business models. This resistance to change not only limits a company's growth potential but also threatens its long-term survival in an increasingly competitive industry.

D. Strategic Plan for Revitalizing Leadership at Care Yourself:

1. Assessment of Current Leadership Style

One of the most important things is that the current leadership style is hierarchical, rigid and not contemporary:

- **Top-down decision-making:** Employees are not involved in adopting or contributing ideas, and they are not given priority in project ownership and leadership.
- **Lack of transparency:** There is no communication, and information is not shared effectively between departments and individuals.
- **Resistance to change:** The leadership team is slow to adopt new practices or technologies.
- **Neglect of talent development:** There are no regular programs for employee growth, career advancement, training and development.

This management style led to low employee morale, high turnover, and a lack of creativity, leaving the company unprepared to compete in a dynamic industry.

2. Review of Current Leadership Policy

Current leadership policy is insufficient to foster a modern and collaborative work environment. Key gaps include:

- **No clear framework for employee development:** There are no mentoring programs, no training initiatives, and no clear career paths.
- **Ineffective communication channels:** The company does not have standardized processes for sharing information or resolving disputes in an optimal and effective manner.
- **Outdated performance evaluation systems:** Employee performance is not measured or rewarded in a manner consistent with modern best practices.
- **Lack of diversity in leadership:** The current leadership team is not aware of the importance of generational diversity nor the importance of critical education to driving innovation.

Therefore, the company must work within policies that ensure employee participation, encourage cooperation, and strive for continuous improvement.

3. Proposed Leadership Style: Transformational and Collaborative

The proposed leadership style for care is transformational and collaborative, with a focus on:

- **Empowerment:** Encourage employees at all levels to contribute ideas and take ownership of their work.
- **Inclusivity:** Leadership decisions are made based on decisions from diverse stakeholders, including employees, department heads, and external partners.
- **Agility:** To adapt quickly and consistently to market changes, the company must operate with a flexible approach and gather data in decision-making.
- **Focus on innovation:** To foster a culture of continuous improvement, leadership's focus on developing creativity and experimentation must be a priority.

Impact on Company Culture:

Employees feel satisfied and appreciated, they will have a sense of empowerment and will be motivated to develop when leadership adopts a leadership style for a more motivated, creative, interactive and cohesive workforce. This will lead to increased job satisfaction among all individuals, will increase productivity and reduce employee turnover. The company will become able to adapt and respond to industry trends, and this will prepare it for long-term success.

4. Better Management Communication Plan

To improve communication, the company will implement a 21st century communications strategy that includes:

- **Digital collaboration tools:** Use platforms like Slack, Microsoft Teams, or Asana to ensure easy real-time communication and project management.
- **Regular town halls and feedback sessions:** Leadership will hold monthly, periodic, and comprehensive meetings to share updates and gather employee feedback.
- **Cross-departmental meetings:** Teams will hold regular, periodic meetings to coordinate goals, share ideas, and solve problems.
- **Transparent reporting:** Key performance indicators (KPIs) and company updates should be shared openly with all employees.

This plan will ensure that information flows freely across the organization, breaking down barriers and promoting collaboration, organization and development.

5. Leveraging Existing Networks Within the Organization

Care Yourself has untapped potential in its internal networks. To better leverage these networks, the company will use:

- **Map existing networks:** Key influencers, knowledge hubs and connections between departments within the organization will be identified.
- **Foster collaboration:** Cross-functional teams will be created to work on strategic projects, encouraging the exchange of knowledge, innovation and ideas.
- **Establish mentorship programs:** Integrating experienced employees with younger talent to facilitate skills development and relationship building.
- **Encourage employee resource groups (ERGs):** Form employee resource groups to promote diversity, inclusion, and communication.

The company will work to create a more connected and collaborative workforce to leverage these networks.

6. Improved Internal and External Policies

To support the new leadership approach, Care Yourself will implement the following policies:

- **Internal Policies:**
 - **Performance evaluation:** Introducing a new, data-driven performance appraisal system that rewards innovation, collaboration and development.
 - **Employee development:** Develop structured training programs, mentoring initiatives and effective career progression paths.
 - **Conflict resolution:** Establish a clear framework for addressing and resolving conflicts and disputes in the workplace.
- **External Policies:**
 - **Customer engagement:** Develop multiple policies to collect and work on customer feedback and comments to improve products and services provided.
 - **Supplier relationships:** Establish and maintain important, transparent and collaborative partnerships with suppliers to ensure quality and efficiency.
 - **Regulatory compliance:** Implement strong, robust policies to ensure compliance with required industry regulations and standards.

These policies will create a highly efficient, transparent and organized company.

Additional Recommendations (Brief Points):

Leadership Development Programs:

Introduce leadership training for current managers to transition to a transformational style.

Identify and groom high-potential employees for future leadership roles.

Employee Engagement Initiatives:

Launch regular employee recognition programs to boost morale.

Create platforms for employees to share ideas and feedback openly.

Technology Integration:

Invest in modern tools for data analytics to support decision-making.

Use AI-driven platforms for talent management and performance tracking.

Cultural Transformation:

Promote a culture of experimentation and learning from failures.

Encourage cross-generational collaboration to bridge knowledge gaps.

Diversity and Inclusion:

Actively recruit diverse talent to bring fresh perspectives.

Establish diversity metrics to track progress and ensure accountability.

Customer-Centric Approach:

Train employees to prioritize customer needs and feedback.

Develop a customer advisory board to gather insights and improve services.

Supplier Collaboration:

Build long-term partnerships with suppliers to ensure quality and innovation.

Implement joint initiatives with suppliers to drive cost efficiency and sustainability.

Continuous Improvement:

Set up a dedicated innovation lab to test and implement new ideas.

Regularly review and update policies to align with industry trends.

Employee Well-Being:

Introduce wellness programs to support mental and physical health.

Offer flexible work arrangements to improve work-life balance.

Transparency and Accountability:

Publish regular progress reports on leadership transformation efforts.

Assign clear ownership of initiatives to ensure accountability.

Knowledge Sharing:

Create a centralized knowledge repository for easy access to information.

Host quarterly innovation forums to share best practices and success stories.

External Partnerships:

Collaborate with industry experts and academic institutions for training and research.

Participate in industry events to stay updated on trends and build networks.

E. Conclusion

Care Yourself, a pioneering cosmetics and personal care company, has come to a critical juncture in its career. Once characterized by strong foundations and a commitment to the highest quality standards, its current, outdated leadership has created a major obstacle: its inability to grow and compete, despite the fact that competition is the most important factor in a 21st-century business environment. This report highlights multiple, fundamental shortcomings in the company's leadership mechanisms, processes, and practices, such as the failure to develop and retain talent, the indifference to attracting young, distinguished, and skilled talent, and the weak ability to operate within modern leadership approaches. Leadership has also failed to foster effective communication and collaboration between individuals and departments, leading to a stagnation of creative, innovative, and organizational confidence, stifling creativity, and rendering the

company unfit to keep pace with the rapidly evolving demands of the market.

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