

Defender Direct, Inc Case 9

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The case *Defender Direct Inc: A Business of Growing Leaders* by Gosia Glinska and Edward D. Hess shows that Defender Direct has relied on the best strategic management over the years in its business. To achieve its business goals, the case indicates that company has integrated the best organizational structure and culture. This has led to employee empowerment and business growth. As a result, the company has found it easier to achieve its organizational objectives and goals. This discussion explores the major organizational aspects faced by the company.

Defender Direct Inc. Mission

The success of the company has been founded on the best purpose for the clients and targeted groups. The organization considers its greater purpose towards growing leaders and empowering others. The organization's duty is to teach individuals and generations the best lessons to become future of tomorrow (Glinska & Hess, 2009). It targets homes, soccer teams for kids, church groups and other volunteer organizations. Defender Direct teaches the best lessons to different individuals thereby promoting their legacy.

Although the case does not define the company's mission, it is notable that the organization focuses on personal growth and contributions to the society through continued corporate responsibility across the globe. The mission of the company is to provide the best ADT and Dish Network using the best home security technologies and leading brands in dishes, while promoting the best contributions to the society through corporate responsibility.

Corporate Social responsibility (CSR) and Business Ethics

As identified in this case, Defender Direct Company began the idea of promoting corporate responsibility while promoting the best ethical standards. This is embedded in the company's mission. The

company responsibility to the society has been in promoting employee training and providing them with organizational education. This has led to employee growth and continued empowerment thereby making the company grow. Business ethics include provision of quality services to both the clients and stakeholders. Proper business structure and addressing consumer's concerns forms the basis of the company's ethical structure.

The External Environment

Every business organization has its external environment that either promotes or hinders business performance. The first external factors affecting Defender Direct is legal. For instance, it is indicated that the company cannot change the operations for their call centers based on the provided regulations and laws on making calls. Although not clearly indicated, the economic changes are purely external and affect the way customers are willing to purchase the company's services. Flexible policies due to political climate offer new opportunities with some suggestions to outsource their services to India and elsewhere. However, the issue of cultural factors will affect the way the company does its business (Glinska & Hess, 2009). Emerging competition from other companies such as Netflix, Verizon and Adelphia offers new challenges thereby calling for better strategies. With this increasing level of competition, the company should be aware of the process and consider better business approaches. In the country's home security, numerous technological changes call for new changes. This external environment should be carefully observed at the company. Such technologies will include security system cables, applications and telephone bundle. The company is challenged to connect their systems with phone applications to promote surveillance and monitoring. The approach will affect the decisions made by customers. The current economic changes and financial stability also offers an opportunity towards business growth and profitability.

The Global Environment

In the recent past, the wave of globalization has opened new opportunities for businesses to promote their ideas across the globe. At Defender Direct, the global environment offers new opportunities with the company enjoying a good financial position. The company can outsource services, allow for franchises, or even form joint ventures. Acquisition of smaller companies across the globe might help the company to realize its goals. The company might decide to collaborate with companies that deliver similar ADT and Dish services to other countries (Glinska & Hess, 2009). This will be done by considering the major laws, political issues and competitors to ensure their global presence is profitable. The management will also analyze all existing barriers and ensure they adopt a safer approach to achieve the targeted goals. Numerous opportunities exist for Defender Direct Inc. due to globalization and increasing need for security measures.

Internal Analysis

The success of Defender Inc can be attributed to its internal structure. The company has the ability to influence its internal factors and ensure it has achieved its goals. Within the company's structure, teamwork, mentorship and organizational behavior forms a critical business approach that has continued to make the company successful. Employees are motivated and provided with the best support and incentives. Employee empowerment and decision-making are critical aspects that define the internal environment (Glinska & Hess, 2009). It has stable financial background, motivated team, and diverse structure. The company also offers quality services and security solutions to the customers thereby remaining extremely competitive. The main change that would be needed is to respond swiftly to technology and adapt to consumer needs. The company does not have debts thereby making it easier to promote its business agenda.

Formulation of Long-Term Objectives

Long-term objectives will ensure that a business will operate for the longest time as possible. For

Defender Inc to become a leading player in the industry, it needs to focus on new ventures or form strategic alliances with other companies in oversea countries (Glinska & Hess, 2009). This will ensure it offers its services globally while promoting business growth. Organizational mission, vision and goals should be long term, and globally oriented. This will ensure the company remains flexible to any changes while promoting service delivery to the diverse customers.

Business Strategy

Business strategy is what defines the future practice and goals of a business. At Defender Inc, the strategy needs to focus on implementation of goals and provision of quality customer services.

Differentiation from the businesses of the competitors will make the company competitive and profitable.

Multi-business Strategy

With the increasing level of competition, the company needs to consider new strategies by providing modern technological support and security systems to deliver the best quality to the customers. The approach calls for provision of superior services to the customers. Promotion of a business culture and organizational strategy will help to meet the diverse needs of the customers.

Strategic Implementation

The best strategic implementation is to mentor, motivate and empower the workforce. Lindsey's approach focuses on employee empowerment, but this changed after some time. The organization should continue to practice the same approach towards employee empowerment thereby promoting service delivery. An organizational structure should offer the best customer support, decision-making and positive business strategy. This strategic approach will make the company profitable in the business.

Organizational Structure

The success of Defender Direct is due to the organizational structure. The company started as a simple organizational structure. Today it has evolved to become function-based depending on the available opportunities and consumer expectations. There is need for Lindsey to start focusing on the best structure whereby the employees are empowered through motivating while providing them with new opportunities for innovation (Glinska & Hess, 2009). Proper policy implementation will help to redefine the business process and promote decision-making processes. This will identify the existing changes thereby offering permanent solutions thereby making the organization successful.

Leadership and Culture

Defender Inc is founded on positive culture and leaders. Lindsey has remained a true leader with great mission, talent and vision for the company. The founder started small and did not quit despite the obstacles faced. A leadership culture has been developed at the company thereby making it profitable. In the future, there is need to continue with the same kind of leadership and ensure the company continues to realize its organizational goals. The present organizational culture at the company is effective because it is family-oriented and goals based. The important thing is to maintain the same approach and culture to ensure the company remains competitive in the industry.

Reference

Glinska, G. & Hess, E. (2009).Defender Direct Inc: A Business of Growing Leaders. *University of Virginia Darden School Foundation*, pp. 1-12.