

Aims And Objectives Of Real Organizations

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Good organizations working effectively in the world show similar characteristics. For companies that need to achieve long-term success, a healthy environment needs to be maintained in the workplace. Effective organizations follow collaborative effort as their keen characteristics in gaining the corporate culture running successfully in the market.

Besides this, effective organizations follow certain aims and objectives to achieve a prominent position in the competitive market. This paper addresses the characteristics of effective organizations and compares the aims and objectives of the British Council and British American Tobacco private organization. Besides this, the legal status of both companies was highlighted after mentioning the controlling bodies in the organizations.

Characteristics Of Effective Organizations:

Effective organizations maintain prominent sharing goals. The effective sharing of goals with the employees of the company makes the employees keenly involved in achieving the goals of the organization. Besides this, the manager and employees achieve shared goals with a collaborative effort. Effective organizations implement the idea of teamwork. In organizations where teamwork is highly maintained, the organizations stand firmly in the competitive market (Rainey and Steinbauer, 1999). The work of the organization is in the hands of the employees, creating a work balance within the organization. Effective organizations maintain high morale in their employees using different means such as morale-boosting activities. Employees with high morale show higher productivity rates as well. Training the employees of an organization within the territory of the organization is another essential characteristic observed in practical organizations. The necessary departmental knowledge for the employees makes them understand the work situation successfully.

Maintaining a proper position in the market is only possible when the leadership of the organization is strong. Besides this, the trust level of the employees in the management is high. The attitude of the management towards the poor performance of the employees is positive in an effective organization (CAMPION, MEDSKER, and HIGGS, 1993). Strong leaders of active organizations confront poor performance rather than ignoring the problem since the leaders understand all the risks involved. Adaptation to the opportunities and risks of the competitive market is another good feature of an effective organization. Maintaining risk and confronting the poor performance of the employees and all good characteristics are done following a defined plan and structure implemented in the organizations. Effective organizations have well-known company policies which are followed by other organizations as well. Hence, to sum up, effective decision-making, adaptation to the changes in the competitive market, strong leadership, shared goals, and maintaining the importance of the

employees in the organizations are the characteristics of effective organizations.

Aims, Objectives, And Values Of Chosen Organizations:

The two organizations chosen for analyzing the aims, objectives, and values of the organization are The British Council and the British American Tobacco Company. The organization of the British Council specializes in international cultural and educational opportunities. The British Council aims to reach high standards for English learning and teaching skills. Art is an important way of connecting and seeing other English teachers throughout the world. Besides this, the British Council aims to connect on an international level with the help of enhanced leadership in the United Kingdom. Sharing and learning from international education is the basis of the British organization. Another aim of the British Council is to maintain strong global citizenship among the people of the United Kingdom and worldwide as well. In this attempt to make the organization reach a higher level of the aims destined by the organization, the organization is proceeding with higher objectives and values. Education, mutual understanding, trust, and respect are the key values followed in the company. All these key values make up the future of the United Kingdom. Creating a high-living culture and working in the United Kingdom is the objective of the British Council. British Council I successfully progressed with the objective of creating opportunities for the people in the United Kingdom. The organization aims to create these opportunities in other countries as well, which will develop trust between the organization and all other countries worldwide.

Contrary to this, British American Tobacco is one of the leading international tobacco manufacturers around the world. In the organization of British American Tobacco, there are some employees working from different cultures and having different lifestyles (Samy, Odemilin, and Bampton, 2010). The major value of the BAT is to maintain diversity in the organization. The diversity focus of the organization makes the company understand the consumers, customers, and stakeholder behavior to meet their needs effectively. The fundamental aims of the company include focusing on talented individuals, managing diverse customers, meeting the needs of the diverse workforce, and setting fair-minded employment principles. By the mention of focusing on the talented individuals here, the company means to maintain a standard for the workforce in the company. The reason behind having diversity in the company is to attract people from different cultures having talent and various strategies and skills for managing the workload in the company. A diverse workforce comes up with managing diverse customers as well. To manage diverse customers, BAT follows the values of trust, respect, and understanding of the culture in which they operate. The objective of the company is to maintain a unique mix with the help of diverse cultures and people supporting each other on the path to achieving success for the company. Target customers are made aware of the products through different means. Hence, the company is based on a diverse culture that operates effectively in the organization (Samy, Odemilin, and Bampton, 2010).

There are two main differences between the two organizations. The first difference is the type of the organization. The British Council is the public sector organization of the United Kingdom with its branches and expansion in different countries (Garnham, 2005). Another difference between the two organizations is the basis on which the companies are formed. British American Tobacco is formed on diversity since there are many people from different cultures working in the organization. Contrary to this, the British Council has native people from the United Kingdom in their main branches.

Legal Status Of Both The Organizations:

Founded in 1934 and incorporated by the Royal Charter in 1940 (Council, 2018), the British Council is a public corporation that gathers charities for the different people working out there. The organization is controlled by the executive non-departmental body. This gives the organization independence in operation and freedom from the government of the United Kingdom as well. The current Patron of the British Council is His Majesty King Charles III. The biggest advantage of this scenario is independence from the government of the United Kingdom. Independence from the working of the government saves the organization from the controversies involved, and thus, the relations with the other branches of the organization work effectively. However, there is a disadvantage to this style of working as well. Since there is a non-departmental executive body, there is the possibility that personal affairs will dominate the organization's work. Therefore, the government needs to look into such issues.

On the other hand, British American Tobacco is an international organization that has been working effectively for the past few years in the world. Due to the private work of the company and its diverse culture, there are immense people involved in the organization's workforce (Meherson, 2015). The indulgence of different people from different cultures makes the organization achieve fame and success easily. Offering information, ideas, and practical steps will make this company well-known throughout the world. Strong market position and diversification are some of the advantages associated with the company's current legal status. On the other hand, the company exhibits some weaknesses as well. Increasing health concerns and lack of backup from a single government are some of the prominent disadvantages to the company.

Conclusion

To sum up, an effective organization works in the competitive market by creating opportunities for the employees and by maintaining a strong leadership style in the company. The comparison of the British Council and British American Tobacco has shown that both companies have different aims, and their main difference is the type of organization. BAT is a diversified company with private grounds, while the British Council is a public sector organization that mostly manages native people's conferences:

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