

WINDS OF CHANGE: OWE IT TO “IDEAS”

AASTHA TYAGI

(Faculty HR), Institute of Management and Development, Noida, India

Email- aasthatyagi@gmail.com

ABSTRACT

The objective of the research is to explain and elaborate on the influx of new Ideas (Innovations) to enhance the performance of the team. Businesses today which are devoid of new ideas and innovations, are, either succumbing to the dynamics of the market or are surviving on stagnation. The paper spells out on certain techniques that can be incorporated in the working environments, as part of the management strategy, by means of which an organization can generate all the possible benefits, for itself and the employees. To analyse and articulate the thought and necessity of New Ideas, academic research was undertaken. However, the literary content perused only pursues large Corporates and Global Giants, whose growth has been prolific, over the years and decades. It was observed that literary researches revolved only around improvisation on the existing ever-efficient working environment. Thus, to make the research interesting, certain organizations were identified which were actually putting their very limited resources to optimal usage, through extremely simplistic approaches. These organizations were not only implementing such creativity, in the most economical manner but reaping much more than they had sown. Browsing the internet was the most simple and effective activity towards the objective.

Zillions of organizations in the SME and SMME segment emerged as potential study, for the research. Extensive and tedious study of various business models, made the list shorter and study, more intriguing, indeed. It was a surprise which presented itself, as pleasantly, as it could and these basics form the core of this research. Many basic management practices have now been replaced by Innovative Ideas and Techniques, which encourage better employer-employee engagement. Enhances efficiency, gives a sense of belongingness, offers better growth opportunities and presents the organization as a well-oiled machinery having self sustainability and more customer oriented.

Conclusions can be drawn on a broader perspective of a WIN-WIN situation. In this multitiered market and a never ending demand from the customer, the organizations which are more aligned towards innovations have shown remarkable growth. The paper is a significant indicator which widens the approach. As the crux itself, the research is meant to direct matured organizations and organizations which are growing to allow itself to change. A change which should stem from creativity and innovation. It is about reaching out to the team and solicit an invincible alliance between the employer and the employee, which the paper, treats as mandatory, as change is the only constant.

KEYWORDS : Leadership, Empowering employees, Employee owned organisation, Inviting ideas.