

Wk 1 Apply: Degree of Alignment

# Advanced Organizer

*Review the companies listed in the case studies portion of the textbook. Choose 1 of the companies to use for all weekly assessments. Complete the chart below with information provided in the textbook and other resources. Provide your analysis below the chart.*

## Selected Organization:

### Describe the organization in the follow chart:

| **Element** | **Description** |
| --- | --- |
| Mission | Tesla’s corporate mission is “to accelerate the world’s transition to sustainable energy***.***” The mission statement aligns the company towards the use of sustainable energy sources rather than the commonly used fossil fuels. Tesla's primary focus is to speed up the automobile and energy industry towards the use of zero-emissions energy sources such as solar energy (MarketLine Company Profile: Tesla Motors, Inc., 2017). |
| Vision | Tesla's vision is ‘‘to create the most compelling car company of the 21st century by driving the world’s transition to electric vehicles.” Tesla has the vision to be the most captivating car company by manufacturing electric cars, which bring about more sustainability in the environment(MarketLine Company Profile: Tesla Motors, Inc., 2017). |
| Values | The major pillars of values in Tesla include to respect the environment, always be learning, doing the best, and finally respects and encourage(Fournier,2019). |
| Structure | Tesla's organizational structure shares the characteristics of a functional organizational structure and also a divisional organization structure (Higgins, 2018). |
| Culture | There are seven pillars that shape the corporate culture of Tesla and these components typically guide employees in their duties and also help the company to add value when offering services to its customers. These components include its innovative business model, non-hierarchical organizational structure, customer centricity, boldness, openness, hands-on leadership approach and its clear vision (Fournier, 2019). |

## Analysis

*Based on your advanced organizer and further research,* ***analyze*** *the degree of alignment between what the organization is currently doing (actions) and its mission, vision, values, structure, and culture.*

Tesla's mission is to accelerate the world's transition to sustainable energy and to accomplish this as a company, it produces both electric driven cars as well as renewable energy solutions such as solar panels. Therefore, by aligning its products towards renewable energy sources, it is able to gain a competitive advantage over other automobile companies that manufacture fossil fuel-drivencars, thus causing harm to the environment (Klara, 2016). However, to promote its culture of producing sustainable products and energy sources, activities in Tesla are bound by a set of values that focus on the need to protect the environment, remain creative and innovative, respect towards others and also always doing the best. Further, it is these values guiding the company's operations that facilitate the achievement and maintenance of the company's vision ofbecoming the most compelling car company of the 21st century by driving the world’s transition to electric vehicles. However, to successfully implement the mission, vision, values, Tesla promotes an organizational structure that allows open and bold communication between its management, employees and also customers where hierarchies are minimal(Fournier, 2019). Further, the divisional and functional-based structure also promotes the ease of implementing new strategies that maintain the company's culture of sustainability(Higgins, 2018). Conclusively, the introduction of mission-driven projects by the company also facilitates the maintenance of the company's culture, which makes the company stand out as one of the leading manufacturers of sustainable products.

## Citations

Fournier, A. (2019). 7 Pillars Shaping Tesla’s Corporate Culture | Braineet. Retrieved 13 December 2019, from <https://www.braineet.com/blog/tesla-innovation-culture/>

Higgins, T. (2018). Tesla CEO Musk Says Company Is ‘Flattening Management Structure’ in Reorganization. Retrieved 13 December 2019, from <https://www.wsj.com/articles/tesla-ceo-musk-says-company-is-flattening-management-structure-inreorganization-1526308678>

Klara, R. (2016). Tesla Motors. *Adweek*, *57*(19), 67–68.

*MarketLine Company Profile: Tesla Motors, Inc*. (2017). *Tesla Motors, Inc. MarketLine Company Profile* (pp. 1–23).