



TheCaseSolutions.com


Number 1 in case studies solutions

PAUL LEVY: CONFRONTING A CORPORATE CAMPAIGN (A)



INTRODUCTION


The case "Paul Levy: Beth Israel Deaconess Medical Center in Boston is facing a corporate campaign by the Service Employees International Union (SEIU) and in "Managing Organizational Change: Confronting a Corporate Campaign (A)" the paper deals with the leadership and strategic management issues related to Paul Levy, the CEO of the corporation.





SEIU CAMPAIGN


As one of the primary issues, it remains to mention the issue of dealing with unionization while not losing trust from the side of the hospital. No wonder, SEIU adopted some highly contentious strategies for seeking change, which placed Levy in an inherently compromising situation characterized by the following strategies





CENTRE LEADERSHIP


In general leadership approach to Levy in particular was to inspire and encourage always active communications with the employees This is again a key area in his response strategy. He decided to talk to staff honestly, explaining the state of a hospital's financial situation and explaining to them that he will not fire anyone.





CONCLUSION

Paul Levy's strategy in addressing the SEIU campaign also exemplifies ethical and appropriate processes of communication, or. Since Levy was addressing most issues with the employees directly and face to face, he was able to build trust within the organization.





RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution .

Resource: Visit thecasesolutin.com for detailed analysis and more case studies.

