

*Tony Hsieh at
Zappos-Structure*



Introduction

Tony Hsieh, the former CEO of Zappos, is credited for taking a unique organizational structure to a whole new level, bringing a major change in the management of company culture. Tony Hsieh at Zappos gives information on how the founder of Zappos implemented the “Holacracy” system



Structural Primacy

Traditionally, large organizations have bureaucratic structures in terms of organizational power and control where the formalization of organizational structure hinders creativity and delays decision making. Tony Hsieh understood these limitations and thought that a conventional organizational design would negatively affect Zappos' culture.



Adopting Holacracy

The implementation of Holacracy change at Zappos was a major shift from traditional structural model. Holacracy replaced conventional organisational structures of top-down reporting structures with “circles, teams that function autonomously and their members act in various roles and duties.



Conclusion

Tony Hsieh's experience with Zappos demonstrates how org redesign can be led by top tier strategic visionaries in order to create better working spaces for everyone. From this case study, there are lessons that can help firms in managing structure along with flexibility and how to engender employee voice.



Resource

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