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Cooper construction Ltd.: Goodman School Of Business



Introduction



Cooper Construction Ltd., a case in the Goodman School of Business describes a rich context that may be analyzed to include strategies at play, managing projects, and organizational behaviourism. The problem focuses on the Cooper Construction, a medium construction company, that experiences potential problems with the projects' delay, high costs, and employee dissatisfaction. This case solution offers an extensive discussion of the problems that may be common in organizations and recommendations on how to solve them.

Identifying Key Issues

The main questions posed in the case revolve around organisational problems such as ineffective project management, poor communication structure or lack thereof, and problems related to motivation of employees. These issues have led to concerns like often delayed projects and the failure to adhere to the set cost, meaning the company's reputation and profitability is affected. In addition, poor organizational culture; corporate has managed to record low employee morale and high turnover rates.

Employee Motivation and Retention:

Thus, the establishment of a comprehensive motivation strategy entails the following: This can entail things like: bonuses based on performance, promotions and other opportunities for growth, and a good organizational climate. Rewarding the workers for the accomplished job can also enhance morale, thereby decreasing the turnover rate.

Conclusion

The case under analysis, 'Cooper Construction Ltd, from Goodman School of Business', can be useful analyzing medium-sized construction companies' problems. If Cooper Construction moves and applies the proposed solutions, the company can eliminate its current challenges, get better results, and elevate organizational outputs in general. The case solution emphasizes the significance of efficient management, fast and appropriate communication, and motivation of personnel to reach business goals.



References

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