Week 5 Discussion Question

Differentiation

Use the Wall Street Journal menu link to find an article related to assessment and differentiation of employees. Explain the approach described in the article. As a manager, would you use this approach to assess and differentiate your employees? Why or why not?

WS Link: <https://www.wsj.com/>

Please provide a response to the below peer and provide a follow up question:

Juanita’s Post:

The name article I found in the business section of the WSJ is “Consulting Firms Make Inroads into the Business of Ad Agencies”.

The Consulting Marketing firm had planned to modernize their operations and had to upgrade in the area with the customer’s needs. Deloitte’s, Accenture and PWC a business Marketing Group decided to make strategic plans and go beyond the normal way advertising marketing ads. According to Tom Puthiyamadam, digital services leader at PwC. “That’s the business we built and continue to invest in.” The bottom line is this Consulting The firm has made an assessment with the marketing advertisement and changes with a differentiation with the culture and the environment of digital marketing. According to Michael Mankins, “Attracting workers skilled in advanced analytics will become increasingly important for the company (as will the technology and processes required to translate these skills into real sources of advantage); industrial engineering and plant management skills will become less critical to fueling the company’s long-term growth”.

Yes as a Manger I would have to change the situation strategy plan especially if it is affecting employees and the operations. Making the proper assessment with the team and stakeholders and then focus what the differentiation would make a difference. As the Consulting had to make changes for customers’ needs and as a Manger, I would have to the same for employee, customer, and operations. This can be simple as just modernizing or updating areas to accommodate employees workspace tools or equipment.