

Darden Restaurants Inc.

Name

Institution

Darden Restaurant is an American restaurant whose headquarters is based in Orlando. Over the years, the firm has grown into one of the largest multibrand restaurants in the world with over 1500 restaurant locations and a capacity to employ close to 150000 employees. However, recently, the restaurants' management have shown interests in improving the organizations' performance through organizational development. This paper is therefore set to look at the significant regulatory changes that Darden Restaurants is set to employ to improve service delivery to its customers and maintain its ever growing base. Additionally, the paper will also look at the plan and approach in which the organization is going to take to implement the change without major disruptions to the entire workforce. Consequently, to achieve this, the paper will choose one development intervention that would assist in this change following the Effective Change Management.

Today, organizations advocate for rapid change because of factors such as competition and globalization like never before. Again, globalization has led to increasing market demands that companies have to oblige to if they are to become active market collaborators. Hence, the ability to manage change of an organization to suit the changing market needs is a necessary attribute by the managers. At Darden Restaurant, with the increasing population, the organization has sought to improve its products and services to suit the needs of the market. It had been noted that the needs of customers vary from one location to the other, and since the company is planning on further growing its market share, it must try and accommodate all the needs of the customers (Chandler, 2014). As a result, the management at Darden Restaurant decided to carry out an organizational change that would see to it that services are offered based on the interests of customers from that particular area.

This change in product and service is needed because of some reasons, it would as well be very useful for the general growth of the company. Improving the nature of the goods and services will bring several benefits to the enterprise. For instance, there would be continuous improvement in the business making it continue being the best in the market. Companies that are always committed to organizational development are always bound to carry on with improving the nature of their activities and offerings. The general corporate development process, like in this case, would create a detailed plan and process that Darden Restaurant would follow to increase its products and services (Cummings & Worley, 2014). Changing the goods and services to suit the customers' needs would mean that the company embraces change which is paramount in the business world today.

Nevertheless, product and service enhancement would benefit Darden Restaurants as well by enabling it to innovate and come up with new products that would see to it that the company is relevant competitively in the business environment. New products mean that the restaurants would be providing its customers with different tastes. However, it is also worth noting that this can only be achieved through employee development, which will major on rewarding the success of each employee so as to boost their morale. By doing so, the employees would be innovative and come up with new products that might well cherish by the customers of the restaurants. For instance, employees can find a new way of making pizza that might be like by the customers hence giving the restaurant a competitive edge over the rest. Additionally, improvement in products and services through organizational development also increases product innovation for that particular organization. This development is always achieved through processes such as competitively analyzing the market through market research and the expectations and preferences of consumers.

Another reason why this form of change is needed is for it to increase the profit margins of the business. Improving the products and services would not only give it a competitive edge in the marketplace but also enhance its profit margins. Developing the goods and services means advocating for new customers as well as retaining the ones that already exists. Consequently, providing customers with new tastes and preferences would say that the restaurant would benefit from bulk buying hence increased profit margins. Moreover, just as earlier mentioned, the competitive analysis of the market and the ability for Darden to retain its relevance as the leading multiband restaurant globally would as well be determined by the new products and services. Again, by this, the profit margin would as well increase its capital base thus aiding even further in making it the leading brand in the market (Cummings & Worley, 2014).

The process of implementing the change would be based purely on employee's innovation and commitment to the organization. The management would use employees to come up with new products based on the tastes and preference of the customer's in that particular area because of diversity issues. In doing so, the employees would be expected to base their innovation from the cultures and general environment of the location of that branch of Darden Restaurant. However, it is also worth noting that such changes in organizational development might also be very costly to the business. If the changes imposed, do not go well with the customers then the business will make massive losses that might affect its operation in general. To curb this, the organizational development process is set to follow certain methods and procedures in its implementation to ensure that the change is beneficial and not costly to the organization. Additionally, the change has to be done without major disruptions to the workforce.

The organizational development process is always based on an action research support. This process always begins with the identification of the problem and the need for the change. However, it must not necessarily be an issue that might cause the need for change; organizations can as well advocate for change just to meet the rise in competition levels in the market. Once the problem has been identified, the management at Darden will assess the situation and plan on intervention in which the plan will be executed. After that, there would be the gathering of data to enable the response to determine whether the whole process has been satisfactory or there would be the need for further intervention. Using this process would mean that the organization meets its desired goal of organizational development in a manner that is likely to add profits and not losses to the team (DiPietro et al. 2013).

The regulatory development process begins when the corporate has noticed that there is a need to improve how it functions. Darden Restaurant realized there is a need to improve its service delivery to consumers through providing them with a range of new products and services based on their culture and environment. After that, to fully understand and assess the problem to avoid any loopholes, Darden has to do this assessment. This can be done in many ways; documentation reviews, interviews, and surveys among others to determine the most suitable change in products for that particular area. After the situation shall have been planned, assessed and understood by the management, the next step would be to schedule an intervention. In this, the type of change required would by a significant margin determine what kind of response the organization would use (Cummings & Worley, 2014). For instance, Darden would be more willing to use the employees as the mode of intervention in the realization of the customer's tastes and preferences.

During the intervention process, relevant data would be gathered. The data compiled by the employees determine the change of goals of the organization. It is from this data collected that the agency would decide whether to continue with the process or to drop it since it is not the best one. In this case, the data that the employees would need to collect for the organization would be the customer's response to the new products and services in the market. This data can as well be used to determine the effectiveness of the intervention process. It can as well determine if the change process will meet its goals, if it will, then the process can end at the implementation stage, but if it will not, then the process continues and the entire cycle is repeated. When the work mentioned above plans are followed, then the organization would achieve its goals without significant interruptions of the entire workforce. Additionally, the entire change process would as well be cost effective.

As mentioned earlier, to achieve this, the organization would have to employ at least one developmental intervention since that would determine whether or not the process would be a success. Interventions are always introduced by the change agent (organization) as part of an improvement program (DiPietro et al. 2013). Any action that is always aimed at influencing an organization's development manner of change in an agent-client form of a relationship can be said to be an intervention. So what type of response is most suitable for Darden Restaurant to use to archive this kind of development and organizational change? And what activities would it use to contribute to effective change management? Interventions also vary regarding designs; there are those that deal with clients and those that trade groups such as employees among others

However, for Darden Restaurant to effectively benefit from the nature of change it wants to employ, it should try and make use of the intervention through the mechanisms they want to emphasize. For instance, in this case, the best intervention that the organization would use is

feedback, awareness of adapting to the norms and culture of a particular population, and invention through either knowledge of the employees or skills and practice. In doing so, the organization would manage a change system that would at the same time create a very safe client system in a favorable climate good for business. Organizational change intervention that would work out for Darden is the use of employees, grouping them and motivating them to be creative and innovative and come up with new products and means that would enable the whole process to be successful for the organization (DiPietro et al. 2013).

To achieve this, the organization would have to look at means that they would encourage their employees to gain practical change management. This can always be done through offering incentives to employees to motivate them to continue working hard and meet the new customers' needs at all levels. It is common knowledge that the clients' needs are the basis for every company's presence in an organization, for the enterprise to be successful. Customer's satisfaction must be looked at in a deeper and more serious manner. This means that the management has to consider the plight of the employees if at all the change it plans to implement should be successful. Additionally, discussions and consultations should as well form part of the change process. This approach would also contribute to an efficient change management strategy (Cummings & Worley, 2014).

In conclusion, organizational development has turned out to be a fundamental part of the business world today. Any company and organization that wants to remain relevant in the business community have to engage itself in constant organizational development so as to ensure that it meets its ever changing customer's needs. Just as seen in this paper, Darden Restaurant needs to improve on its products and services so as to satisfy the demands of its clients based on their culture and environment. To achieve this, the organization has to follow an individual

approach to development to ensure that it does not engage in costly business that might lead to it making losses and not profits as intended. In doing so, the restaurant is bound to maintain its might and continue growing while at the same time make significant profits in the business.

References

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