Review the demographic and technological information about your company. If the information is not public, base

your decisions on a similar company and research. This information will assist you as you complete your

Organizational Presentation in Part 2 of this assessment.

Create a 350- to 525- word outline that conveys the information in the following format:

Demographics

What are the current demographics? (e.g., age, gender, ethnicity, etc)

What was a recent change?

How did the company handle it?

Was the change handled ethically? If not, how should they have handled it? If it was, what stands out as something

to emulate in your future business endeavors?

Technology

How does the company utilize technology in day-to-day business?

What types of technology are used?

How does a change of technology affect the organization?

Cite all sources.

Part 2: Organization Presentation

You have become a trusted resource for your organization, and they have asked for your advice on gaining a

competitive advantage in the field. More specifically, they would like your analysis and recommendations on ways to

bring their company culture, demographics, and technologies up to current industry practices and beyond.

Create a 10- to 12-slide presentation showing your analysis and recommendations. Your presentation should use

speaker notes to convey the details you would give if you were presenting. The slides themselves should only

contain essential information and as little text as possible. Do not design a slide presentation made up of long bullet

points.

Include the following elements in your presentation:

An analysis of the organization’s current culture (e.g., beliefs, expectations, values, and norms). Address how

managers influence the organizational culture

An evaluation of the impact of demographic forces (e.g., age, ethnic origin, race, social class, gender, and sexual

orientation) of your selected organization and what it could be

Note: This is a good place to use your outline from Part 1.

An examination of the impact of technological forces (e.g., changes in the technology managers use to design,

produce, or distribute goods and services) of your selected company

Consider how this can contribute to innovation within the industry.

An examination on how the organization has complied with ethics and social responsibility behavior

Recommendations of ways to innovate based on analysis

Summary

References

\*I included the company paper in the attachment to be used for this project\*