**Organizational Development**

Student’s Name:

Institution Affiliation:

Professor:

Course:

Date:

**Organization’s Name**

The organization's name is Premium insurance company. We deal with all types of insurance covers for homes, car, life, travel, pet, and umbrella insurances.

**Roles and Deliverables to Others**

The marketing department is responsible for the recruitment process of acquiring employees for the organization. The first step is employee branding, packaging the employment to appear like a great choice to a potential employee. It is packaging the brand in a way that is identified by the management/ employer and is psychologically, economically, and functionally beneficial to the employee. The department is also responsible for building relationships between the organization and potential candidates (Alashmawy & Yazdanifard, 2019).

Another role is producing internal communications whereby employees understand the company's goals, culture, values, and priorities. The communications are often done by newsletter or an intranet. The department acts as a liaison between the media and the management when the organization is cited in a scandal of sorts in a particular case. We are responsible for the communication within and without the organization. The department also engages in market research for the company to understand how the products are being perceived out there and giving relevant feedback for improvement or necessary changes. The market research also helps in auditing the organizational performance by comparing their products to that of competitors.

**Department Roles and Functions**

 The marketing department's leading role is to connect the customer or consumer with the product; for this case, the insurance that fits the customer's needs includes defining the product and managing the brand. The defining and management enables the customer to know what we stand for and their experience with the company (Moorman & Rust, 1999). To connect with the customer through service delivery, make sure the customer gets what they paid for. This connection starts with campaigning for the product, keeping up with the product changes and growth, and creating material that describes the products.

 Optimizing web searches for the product lines and keeping the web content current to the changes and growth of the company and its products. The overall goal is to make sure customers are satisfied with the service delivery. Finally, the role of connecting with the customer through financial accountability is by creating frameworks directed towards the customer, customer-oriented frameworks, by investigating the relationship between customer satisfaction and financial accountability, and linking customer loyalty and satisfaction to profitability (Moorman & Rust, 1999).

**Employees/ Roles that Impact Job Performance**

 The human resource managers, the management have a role of including and motivating the employees to better performance. Employee engagement sees to it that employees get a chance to contribute to the success of the company. The management is also responsible for selecting, training, and developing human resources to produce results and then offer a reward; these are motivations that encourage an organization to perform better (Soelton et al., 2018).

 The role of market research also affects the organization in several ways; one, the finance department relies on the marketing team for feedback on the market trends and customer satisfaction so that they can come up with financially fusible customer products. Two, the production team relies heavily on consumer feedback and product reaction in the market. Also, upcoming trends and competition are heavily considered in research so that the organization can stay relevant in the market.

The management knows that the communication of new products and services relies on the marketing department, coming up with target campaigns that reach intended audiences, inspiring reactions, identifying the target audience, and researching the best way to reach them without forgetting the internal communications in an organization between departments and between top management and employees. The marketing department affects all levels of an organization in one way or another; they rely on us as a contact point both internally and externally around the organization.

We are Overseeing outside suppliers and agencies that offer services to the organization. Marketing is responsible for selecting outside vendors who offer material for production in the organization or agencies that offer services needed in the organization. The services may include; web service designers, internet providers, public relations agencies, print and stationery vendors, etc. these providers need to be vetted to ensure they offer quality products and services that do not in any way undermine the quality of the organization's image.

**The Organization Affecting my Organization**

 The stock market.

**Industry and Associated Industries**

The financial services sector/ industry. And it is affected by;

* The economic industry of a country
* The security and defense industry
* The healthcare industry

**Stakeholders**

The employees are one of the stakeholders in an organization; they play a crucial role in the organization. They ensure customer services are rendered effectively and efficiently, and the organization's overall success is realized. When employees are not considered or involved in the company's decision, it affects the service output. When they are not rewarded or given a good working environment with benefits, off days, and leave, it affects the motivation to work together with management to ensure the company's success (Atkin & Sitmore, 2008).

Customers are the next group of stakeholders in the organization. Customers need to be considered in the insurance business as they are the beneficiaries of our products, and they realize the profits we need in the organization. Putting the concerns and interests of the customers ensures trust, which builds good relationships between the company and the customers. The customers trust us to be there with the financial aid they have been contributing towards in the event of a disaster or maturation of the policy (Atkin & Sitmore, 2008).

The other stakeholders are the banks and financial institutions we work with to ensure we are there for our customers and offer our clients the services we have promised. Our relationship with the bank also ensures that we are able to accommodate the client in their financial capacity, and we can audit the customer’s financial status through the bank. The bank also offers a management role and an ethical role in ensuring that we can deliver on the agreement with the customers as an insurance company.

The government is an essential stakeholder in our organization. They ensure that they put policies in place that protect the customers and companies so that the two entities are both satisfied at the end of the business. The customer is protected from losing their investment, and the insurance company has realized profit as the government does not put heavy levies and licenses on the companies (Lehtinen & Aaltonen, 2020).

**Recommendations for Improvement**

 One is the observation of lack of extreme topmost accountability in the management. There is autonomy in the upper management, which leads to poor decision-making because they are not answerable to anyone. The recommendation is that managers in the investment companies and insurance companies have the necessary qualifications to manage the investments entrusted to the best. There should be more than one manager, preferably two, in the company; This will ensure the strengthening of mutual control between the running and management of the organization (Baxodirovna, 2021).

 The objective of the investment fund to be followed to the latter; the type of investment activities and the amount agreed upon in the establishment of the company should be followed to avoid misappropriation and misallocation of funds in the company. Also, the market research should be optimized to discover the most beneficial investments in the company's growth; the secure and most profitable investment to the organization should be identified and maximized.

 More emphasis should be put on employee encouragement and satisfaction, which may include training, team building activities, and employee rewards to motivate them for better and improved performance. Increased employee engagement also encourages them to own projects and come up with innovative ways to make the projects a success. This involvement will ensure that the management and staff work together to efficiently manage funds and achieving efficiency in service delivery (Baxodirovna, 2021).

 The company can do better in making the organization known to potential investors, thus maximizing the potential for future investments to further boost the company's growth. The organization needs to identify the companies and individuals who can benefit by investing in the company or partnering with the company to realize growth and profit.

 Development of new businesses to diversify our investment portfolio and increase our range of investment in upcoming ventures, not only in tangible assets like real estate and businesses but also in cryptocurrency and other internet ventures that are taking shape in the world today. Internet ventures in social media and applications will raise the profit margin and see a steady increase in profits and further growth (Baxodirovna, 2021).

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