

Studies on Platform-type Organization Design Based on Leadership Promotion

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STATE GRID
国家电网有限公司客户服务
STATE GRID CUSTOMER SERVICE CENTER

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Introduction

The revolution in a company organization is generally triggered by the adjustment of development strategy programming and evolves with the variations in the market and technological development.

This research analyzed how the Customer Service Center of the State Grid Corporation of China established the platform-type organizations to adapt to ever-changing market and fast response to the customer requirements.

Methods

- The research had investigated the internet enterprises such as Huawei on the basis of originally traditional management mode of the state-owned enterprises.
- By diagnosing and analyzing the problems in the implementation of matrix agile organizations in transverse process flow, the platform-type organizational mode was investigated in combination with actual development and business requirements.

Graphics / Images

Figure 1. house of leadership management

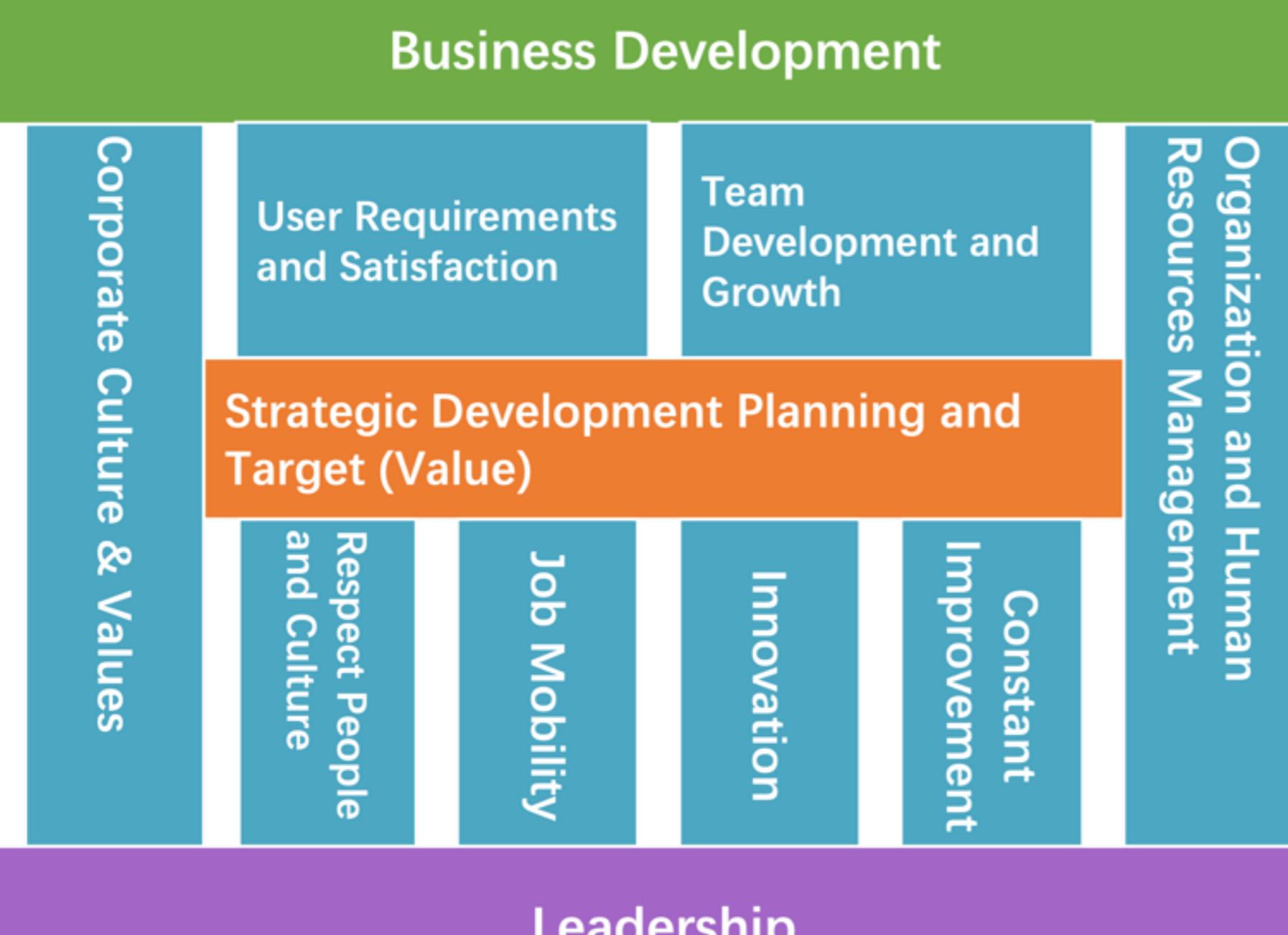
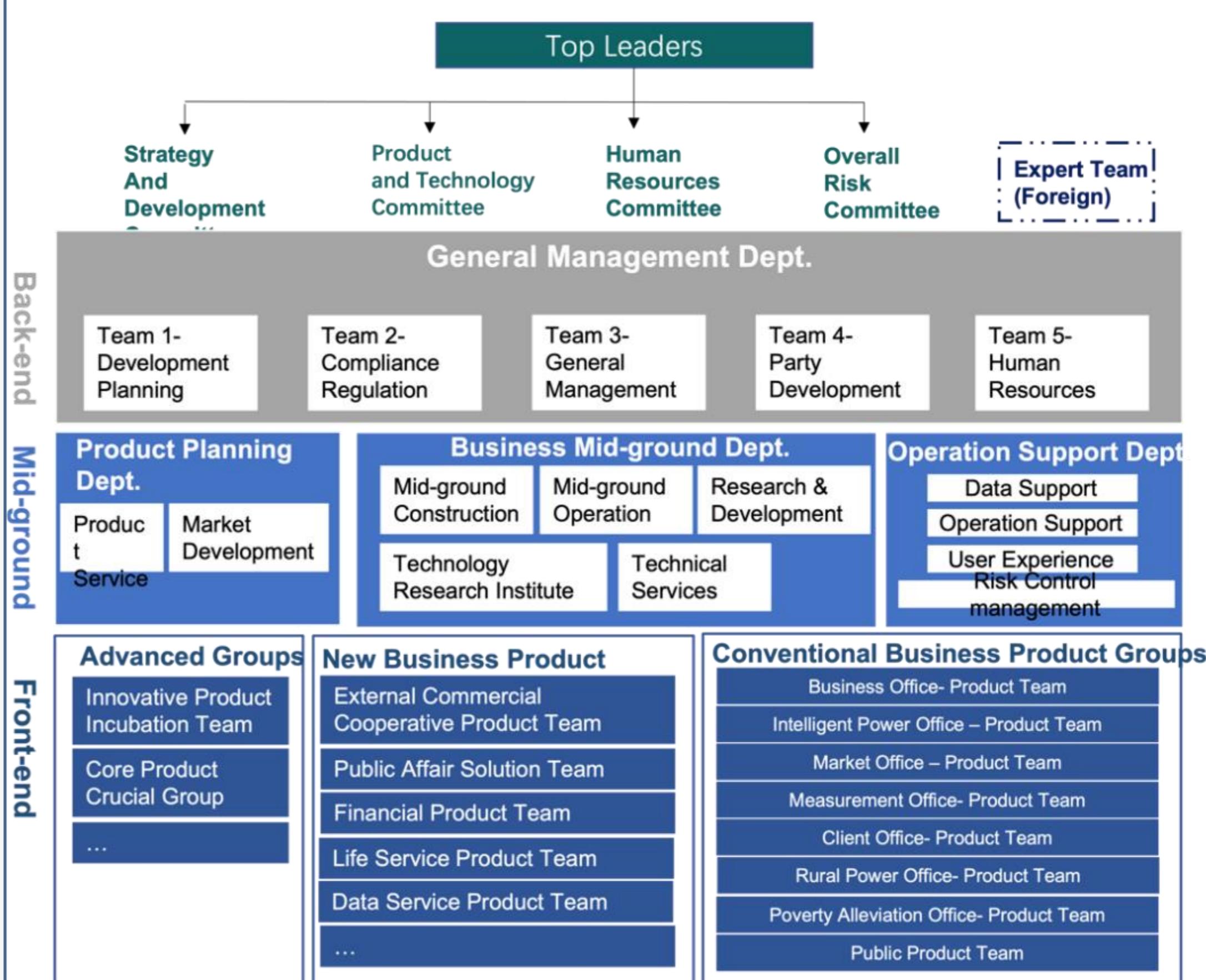


Figure 2. organizational structure diagram



Conclusions

After the selection and establishment of the institutional reforms and flexible teams, an organizational form abundant in novel leadership with diversified management and agile products was successfully built. The leading cadres at different levels could communicate and coordinate with employees, so that the development strategy could be decomposed and implemented step by step. The department also made innovations in the management and motivation modes, and encouraged the employees to work actively for achieving the organization's development goal. This ensured a good integration and mutual promotion between the management requirements of the state-owned enterprises and the development characteristics of internet.