

Re-Structuring of a franchise system based SME organisation (iimt Executive MBA and Diploma Papers) (German Edition)



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Unternehmensentwicklungs-Prozess erreichen kann. Als weiteren Ausblick fugt der Verfasser an, dass inskünftig einerseits das laufende Innovationsmanagement als Wettbewerbs-Differentiator noch starker an Bedeutung gewinnt. Damit nun eine Unternehmung die Innovation basierend auf der Ausschöpfung der einzelnen Mitarbeiterpotenziale resp. der Mitarbeiter als Verbundeinheit in Richtung lernende Organisation noch besser nutzen kann, braucht es eine prozessorientierte effiziente Zusammenarbeit quer über die Organisation hinweg. Entsprechende finanzielle Zusatz-Anreize (z.B. erhöhter Erfolgshonorar-Anteil der Partner) können helfen, um die Anfangsmasse in Bewegung zu setzen, bis das System sich selbst bewegt. Was damit begründet werden

kann, dass Erfolgsbeispiele sich erstens intern rasch kommunikativ verbreiten und zweitens die gemachten guten Erfahrungen eine weitere Zunahme der Zusammenarbeit auslösen.

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