See Supporting Materials for Week 2 for 2 articles about Ford and transformation. Making lasting change in a large corporation requires a strategy that is multi-dimensional. It has to be consistently aligned across all frames or organizational perspectives.

Read the articles. Seek more information about Ford's work to remain competitive, and add a third source for your essay.

Essay prompt: Henry Ford founded the company in 1903. Is Ford on the path to success today in a rapidly changing industry? Identify and examine one or two ways in which activity is occurring across each ofl four frames, structural-human resource-political-symbolic/cultural. Does it represent a sound strategy? Why or why not?

2 Pages and at least 2 reference.