

PART FOUR

Organizational Processes

CHAPTER 13

Designing Organizational Structures

LEARNING OBJECTIVES

After reading this chapter, you should be able to:

- LO1** Describe three types of coordination in organizational structures.
- LO2** Discuss the role and effects of span of control, centralization, and formalization, and relate these elements to organic and mechanistic organizational structures.
- LO3** Identify and evaluate six types of departmentalization.
- LO4** Explain how the external environment, organizational size, technology, and strategy are relevant when designing an organizational structure.

Sobeys Inc. is Canada's second-largest food retailer, but it almost didn't survive its acquisition of Safeway Canada a few years ago. The board of Empire Company Ltd. (Sobeys' parent company) eventually replaced the CEO who led the Safeway acquisition with Michael Medline, previously chief executive of Canadian Tire. A few months after joining the Stellarton, N.S.-based grocery retailer, Medline introduced "Project Sunrise," a three-year initiative to streamline the business and cut annual costs by \$500 million.

Redesigning Sobeys' organizational structure was a central feature of Project Sunrise. "The future Sobeys will operate with a simpler, leaner structure, more efficient core processes and tools, and will better leverage its \$24-billion national scale," said Medline when the initiative was announced. Along with its numerous store brands—Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, Farm Boy, etc.—the company was previously organized around a geographic divisional structure (Quebec, Atlantic, etc.). The result was a large bureaucracy with expensive duplication and convoluted decision making.

"We are a \$24-billion retailer and we act more like a number of \$5-billion companies," Medline complained soon after his arrival at Sobeys. "We are probably the most difficult company for [suppliers] to do business with, and not because of our people—the structure was holding us back."



By redesigning its organizational structure, Sobeys recovered from a disastrous acquisition and became a strong competitor among grocery retailers.

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