

## The Aftermath of Reengineering: Downsizing and Corporate Performance

William Winston, Tony Carter



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Explore the multifaceted steps needed for a successful reengineering process!With The Aftermath of Reengineering: Downsizing and Corporate Performance, you will explore the effectiveness of business organizations after they have significantly changed how they do business. Reengineering is based on the concept of significantly altering existing business models and thinking by reinventing the way in which work is done. You will discover innovative reengineering strategies and solutions that have been utilized by many Fortune 500 firms in their efforts to become more focused with reinvigorated business activity. Volatile business conditions have driven the use of reengineering and have led to drastic corporate downsizing where organizations are expected to do more with less. The Aftermath of Reengineering examines the positive and negative aspects of the demanding process of reengineering. Based on original research and existing literature on organizations that have used reengineering, The Aftermath of Reengineering will assist you with he following reengineering issues:

- organizing layoffs that do not hinder the productivity or company loyalty of the employees who remain
- creating internal changes to businesses in the form of structural realignments and downsizing
- placing greater emphasis on quality levels in product and service output
- creating faster communication channels
- hiring a more educated, skilled employee base
- placing higher expectations on management
- defining your company's necessary expenses
- establishing critical business processes
- determining your company's core competencies, and competitive advantage
- setting profit growth targets

The Aftermath of Reengineering covers many recent reengineering efforts made by large corporations in the United States such as Chase Manhattan Corp. Eastman Kodak, and IBM that have sought to pare down a large bureaucracy and steep overhead expenses. You will explore the effective and ineffective results of these efforts and discover the skills needed for successful reengineering to take place. The Aftermath of Reengineering will assist you in achieving a successful vision for your company's future which includes new workplace values, improved leadership, teamwork, and customer-driven success.

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