

4D INTERNATIONAL JOURNAL .COM

**MONTHLY EDITORIAL**

**FROM THE EDITOR’S PEN**

**OCTOBER:.2015**

 **While interacting with Scholars and Corporate Executives and when comes one question “Why does one organization fail while other succeed in an identical business environment ?”I have faced three common clause or reasons.One that its CEO lacked the vision and second that actually the Leadership failed and third that the Organization failed to communicate to its customers and consumers.**

**Th first reason depicts not about the vision of the Organization but that of its CEO ( Leader).It implies two important things.The first one is that the Organization may have the right vision but the CEO did not associate with it.Leader’s vision ran contrary to that of his Organization. It resulted into the failure of the Organization itself. It is thus of utmost important for a CEO to see its Organization with eye to eye or restructure it or else witness a failure.**

**The second reason depicts Leadership style which may not have suited the internal or external environment of the Organization.Often it is un intensional and unknowingly. Never the less it resulted into a failure rather than a success.A leader may have his own style but then he must be able to mould its employees and Organizational culture to bring to the logical conclusion. “Either convince or get convinced” dictum is true in this context.**

**The third reason is related to communication with the customers.It applies the contents, time and frequencyof communication of Organization’s Product, Activities and Services to its present and future customers.It is known as PAS of communication to customers..Usually Organizations do project and communicate their product and services but often ignore their activities. Ignoring communication of activities to customers is certainly a half way reaching customers.**

**Prof. Ashok K. Sinha Prof. Nisha Singh**