

An Analysis of Corporate Headquarters Leadership Promotion Strategies from the Perspective of Organizational Structure

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ABSTRACT

The optimization of organizational structure can promote the scientific development of enterprises and improve the efficiency of the leadership of corporate headquarters. Therefore, in the process of enterprise development, it should constantly play an important role in the organizational structure according to its own actual situation, and strengthen the effectiveness and practicality of strategic deployment in the process of enhancing the leadership of the headquarters, and play a good role in the communication of ideas, information transmission and spiritual implementation of the corporate headquarters. It can be seen that in the process of improving the leadership of corporate headquarters, the idea of corporate headquarters should be optimized and the organizational structure model should be adjusted based on the perspective of organizational structure. Based on the organizational structure, this paper explores the leadership promotion strategy of corporate headquarters, aiming to provide reference for the research of relevant personnel.

1. Introduction

For enterprises, the headquarters is the core of the development of large enterprise groups, so the leadership strength of the headquarters has positive significance for the strategic layout and development of enterprises. Therefore, on the basis of the structural adjustment of big cities and regions, in order to promote the economic level of enterprises, we should keep pace with The Times and continuously improve the leadership of corporate headquarters according to the needs of social development, so as to enhance the competitiveness of enterprises themselves.

2. Overview of Organizational Structure

The organizational structure of the enterprise is the method of classifying and combining the various parts of the enterprise according to the work flow, business activities and geographical distribution, and the division and reporting of authority and responsibility. The difference of organizational structure leads to the problems and differences of information circulation, knowledge sharing and relationship coordination among enterprises. Enterprise architecture is a key link for enterprise information transmission, enhancing enterprise awareness, controlling enterprise behavior, and improving enterprise performance^[1].

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3. Increase the Meaning of Leadership

Talent is the key to prosperity. The 20th report put forward the strategy of strengthening the country by talents, insisting that talents are the first resource. For enterprises, in the process of operation and management, the importance of talent management should be emphasized. To improve the leadership level of enterprises can not only effectively improve their core competitiveness, but also promote the planning of new patterns of enterprises, so that enterprises can occupy a favorable position in the fierce market competition^[2]. Improving the leadership of the corporate headquarters can promote the high-quality development of the enterprise, actively adjust its structure in the face of risks and challenges, and bravely and actively seize opportunities in the management process, promote the reform of the leadership structure organization, and improve the development system of the enterprise according to the leadership development ladder model (Figure 1), so as to meet the development needs of the enterprise at different stages.

4. Leadership Promotion Strategies of Corporate Headquarters from the Perspective of Organizational Structure

Objectives and strategies are the core content of organizational structure design, and in the actual development process, static organization and dynamic behavior should be adjusted to promote the realization of the established goals. Meanwhile, when the enterprise is large, it can also be divided into different regional organizations or business divisions (Table 1), so as to promote the highly specialized operation and management of enterprise sub-units^[3]. For different industries, different strengths of enterprises, and the focus of enterprise development, structural adjustment should be properly carried out to promote the operation of each structure to better enhance the leadership of the headquarters, so in the design of the organizational structure of the headquarters group, attention should be paid to the rapid flow of information to ensure the scientific organizational structure, so that the overall operation efficiency of the enterprise can be improved.

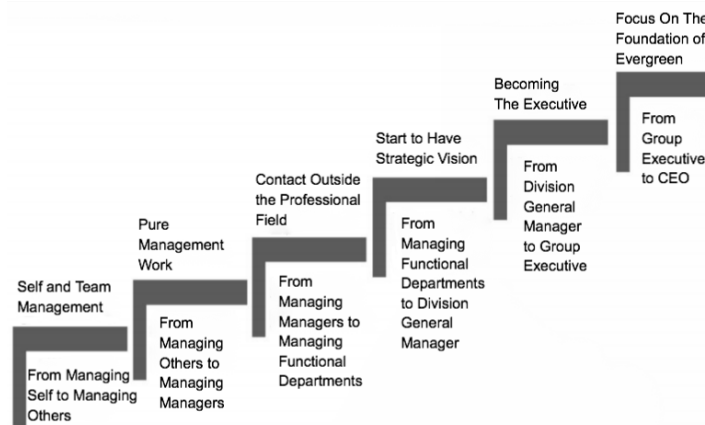


Figure 1: Ladder model of leadership development.

Table 1: Enterprise organizational structure model and improvement direction.

Organizational Structure Model	Functional + Regional	Functional + Divisional	Functional + Regional + Divisional	Functional + Regional + Matrix	Functional + Divisional + Matrix
Primary design variable	Objectives and strategic authority levels	Objectives and strategic authority levels	Organization size specialization	Formalizing the hierarchy of authority	Efficiency and effectiveness of the external environment
Main feature	The setting of regional subsidiary departments is basically the same as that of the headquarters	The organizational structure design matches the enterprise strategy	Coordination and matching between specialized departments and regional departments	Teamwork at the end of the business chain	Cross-boundary coordination and cooperation within and outside the organization
To improve the headquarters leadership as the goal of the direction of improvement	Clearly define the terms of reference of each functional department; Establish a horizontal communication platform	Business division of labor; Establish bottom-up feedback mechanisms	Enhance the professionalization and regularization of leading departments; Strengthen horizontal collaboration	Establishing a temporary liaison department; Develop team system document template	Unifying organizational objectives; Additional industry research office or related full-time positions

4.1 Combine the Ideological Structure Dimension

In the process of improving the leadership ability of the headquarters and strengthening the work functions of the staff, management communication training should be carried out constantly based on the strategic development goals and needs of the enterprise, to strengthen the professionalism of the staff, and to properly organize internal and external relations and capabilities^[4]. At the same time, according to the forefront development trend of the industry, clarify the current enterprise development environment, introduce and develop the strategic policy to promote the development of enterprises, so as to promote the transformation and upgrading of enterprises in the new era.

4.2 Combine Functional and Regional Structure

First, the authority of the headquarters and various functional departments is clearly defined in the organizational structure. In order to improve the guiding role of the group headquarters in the work of middle-level leaders and strengthen the leadership of the headquarters, it is possible to set up a liaison department of lower-level agencies with clear authority in the headquarters. The head of the department can be a senior manager with more corporate information, and a special person can be set up to transfer daily information to the headquarters. At the same time, headquarters contact points have been set up in each department, and designated special personnel to contact each department and report daily news. Through effective communication, it is ensured that the corporate headquarters can effectively communicate with the leaders of lower-level enterprises^[5].

Second, to build a horizontal communication platform for the subordinate enterprises in each region, to facilitate the information exchange within the enterprise. For the organizational structure of an enterprise, the transmission of information is of great significance to the effective construction of the structure and the smooth progress of the work. If the work of the upper and lower departments is not timely and effectively connected in the process of the work, or the opinions are not communicated, and the information needs of the staff members are not met, or. In the current organizational structure of large enterprises, there is no platform for horizontal communication, which leads to the division of labor and narrow vision among different departments, thus reducing the overall interests of enterprises. In order to solve this problem, it is necessary to strengthen the horizontal information exchange platform, promote the information exchange and sharing between departments, improve the overall concept and

standard concept of enterprises in various regions, and maximize the profits of corporate headquarters through the actions of enterprises.

4.3 Combine Functional and Divisional Structure

First, with the development strategy of enterprises, the organizational structure of enterprises has also changed. For example, in the process of development, state-owned enterprises should implement the Party's principles and policies into their own development goals and behavioral strategies. In order to implement the strategic plan of the corporate headquarters, subordinate departments should be asked to transform the goals of the corporate headquarters into corporate goals and strategic measures, and a regular communication mechanism should be established to communicate with the headquarters on corporate development strategies and other aspects^[6].

Second, there is a specialized division of labor in business management. Professional division of labor is to better achieve the purpose, to maximize the overall interests of the enterprise, so as to improve the competitiveness of the enterprise and internal force. For enterprises in industries with more clear division of labor characteristics, special positions can be set up to carry out daily information exchanges with lower-level enterprises, and strive to prevent the problem of unequal dialogue between "experts" and "laymen", to prevent "laymen" from driving the development of "experts", thereby affecting enterprise management and improving the management level of lower-level enterprises at the headquarters.

Third, build a bottom-up feedback mechanism to enhance organizational resilience. A bottom-up feedback system can be set up within lower-level enterprises to listen to the opinions of various departments and employees. In particular, some of the enterprises with more enterprises and a wide business distribution, the market competition in each business is not the same, and, as a subordinate enterprise at the forefront of the market, its competition in the market is the most clear, so the headquarters needs to carefully listen to the opinions of lower-level enterprises, so as not to make mistakes in their own judgment, thus affecting the development of the enterprise.

4.4 Combine Functional, Divisional and Regional Structure

First of all, improve the business level of each enterprise and improve the overall control degree of the enterprise headquarters. At the same time, it has a divisional and regional organizational structure, so that the operation and regional division of the enterprise are interlaced,

forming a network. It not only has the same operation mode with regional organizations, but also differs from divisional systems, which is because of the optimal combination of enterprise management and geography, so the operation and control of enterprises become more difficult. In order to better achieve this goal, it is necessary to improve the internal organizational structure of the enterprise, carry out special job division, improve the standardization of the enterprise, so that the corporate headquarters can better play their own leadership, and then achieve the overall control of the overall command goal.

Secondly, strengthen the cooperation between enterprises to prevent competition between enterprises and effectively allocate. Enterprises in different regions are not completely independent in their operation, and when facing the same customer base, internal cooperation often turns into external competition. Due to the disorderly competition in the market, it has caused the excessive consumption of production capacity and the problem of unreasonable allocation of resources of enterprises, thus reducing the competitiveness of enterprises. In order to effectively avoid the occurrence of such a situation, it is necessary to strengthen the horizontal cooperation between various regions and various business units, and implement the unified leadership and overall control of the group headquarters.

4.5 Combine Function, Region and Matrix Structure

First, set up an upward contact department within the project team, and maintain good contact with the corporate headquarters. Under the matrix structure, many employees work in different places and cannot participate in various activities held by the enterprise. After a long time, employees will feel a sense of alienation. Therefore, the existing network and digital information technology can be used to enhance the participation of local staff and enhance their identity with their subordinate enterprises through online and offline means.

Second, develop the project team system document template. The design idea of the matrix organization is that all the full-time work is combined according to the needs, which is undertaken by special people with high professionalism. However, it also faces some problems, such as loose team structure and low level of normalization. In order to effectively avoid such problems, the project team system document template can be established at the enterprise level, and the detailed content of some documents can be added according to the actual needs, so as to generate a set of standardized work description, procedure description, work system specification and other book information.

4.6 Combine Function, Division and Matrix Structure

First of all, strengthen horizontal communication, so that the purpose of the enterprise to achieve consistency. The organizational form of matrix structure can help various departments and even the whole enterprise to carry out horizontal communication, but this kind of communication is more scattered, and the result of communication depends on the participants in the communication. Communication is a prerequisite for collaborative work, and only through good communication can the two sides achieve effective collaborative work, thus promoting the overall goal of the enterprise. In addition, in the project team, external personnel are occasionally introduced in order to better coordinate and communicate the work, which makes the communication within the team more complicated. In order to effectively solve this problem, horizontal communication should be carried out so that the existing problems can be solved, so as to improve the level of communication and exchange.

Secondly, by establishing international and domestic industrial development laboratories, enterprises can improve their adaptability to the external environment. In order to better cope with the changing external environment, enterprises must actively learn and study the external and internal environment in the development of the industry, and think about the future development. Therefore, domestic and foreign industrial development research offices or independent industry research institutes can be set up in the headquarters of enterprises to study the development of enterprises from a broader perspective, so as to better improve the comprehensive competitiveness and competitiveness of enterprises.

Finally, the scale and level of the enterprise are scientifically planned and designed to achieve a win-win situation of benefits and benefits. The industry coverage of “functional + divisional + matrix” organization is relatively extensive, and many enterprises carry out irrelevant operations based on associative diversification, which increases the difficulty of vertical management and horizontal coordination of enterprises. If this problem is not solved, the organization model of the core business must be properly regulated to avoid the development of enterprises from the needs and rules of the industry. At the same time, the Internet communication technology is also increasing.

5. Conclusion

To sum up, organizational structure plays a significant role in information transmission, awareness strengthening and action control of enterprises. In order to better promote the rational allocation of resources and the effective

framework of internal structure during the operation of enterprises, the leadership of corporate headquarters should be promoted on this basis, and the ideological structure should be optimized for different organizations. Improve the various structural forms, so that the leadership of the headquarters of the enterprise can be comprehensively improved, so that the enterprise organization is more strategic, and the development of the industry and social development needs.

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