Project Management

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Thesis Statement and Introduction

The organization that I have choose was my previous employer which is Swift Transportation. Swift Transportation began their operation back in 1966 by transporting imported steel through ports in Arizona and Los Angeles. As of today Swift‘s transportation terminal network has grown to over forty full service facilities in both the continental United States and Mexico. In my paper I will be identifying who the major stakeholders are at Swift Transportation.

**What is a Stakeholder?**

Stakeholders are people who have an interest, claim or stake in an organization, in what it does and how well the organization carry out. **(BOOK)** So after some research at Swift Transportation they have has types of stakeholders. They are internal stakeholders and external stakeholders. And internal stakeholders are people who are already committed to serving the organization for example those people are Board members, former board members staff members, volunteers, and donors. Swift external stakeholders are people who are impacted by work for example those are clients, community partners, and leaders for a nonprofit, public organization.

**Analyze Top-Management**

At Swift their top-management Jerry Moyes is his the founder and Chief Executive Officer and director he is also on the board of directors. Mr. Moyes has been very involved with numerous organization two which he currently as Vice President for the American Trucking Association and President of the Arizona Motor Transport Association. Richard Stocking is the President and Chief Operating Officer. Mr. Stocking has been Swift CEO since January 2009.

Richard was able to lead Swift through major restructurings including a privatization and the largest truckload IPO in history (Executive Leadership Team, 2015). Lastly, Ginnie Henkels is executive Vice President and Chief Financial Officer she has been with the Swift since 2004, but has served as CFO since May 2008 with Swift. With her role as CFO Ginnie served as the Director of Financial, Planning and Reporting for Honeywell's Industrial Control business segment, as Finance Manager of the Building Controls segment in the United Kingdom, and as Manager of External Corporate Reporting, among other roles (Executive Leadership Team, 2015).

**Code of Business Ethics**

At Swift Transportation this company is very dedicated to the maximum standards of business conduct in their relationship with each other, as well as their investors, customers, suppliers, etc. Swift Code of Ethics supports them with their actions by providing a statement of important principles and important policies and procedures that manage their conduct of business and ethics. Swift tenacity for of their Code is to emphasize and improve the Company’s commitment to an ethical way of doing business (Moyes, 2010). Ethics is very significant it can also help managers decide how best to respond to the interests of numerous organizational stakeholders (Jones, 2013).