

## **Background Information for USA Today Case Study**

Begin reading the case study USA Today: Pursuing the Network Strategy. It should be read in its entirety and will be used for all assignments in this course.

As you prepare for each assignment, your focus should be on developing a basic understanding of leadership, motivation, job satisfaction, and so forth, and how the corporate culture is what makes something work in one part of an organization but not another.

All of your individual projects will culminate in the production of a formal proposal to the Board of Directors of Gannett Co. You will be conducting an organizational analysis for the board of directors with respect to the leadership of Tom Curley, President and CEO of USA Today, and Mr. Curley's attempt to create a "network strategy."

As you read the case study, look at the barriers to success, the opportunities for success, and how Tom Curley has impacted the success or lack of success. Your drop date for the final analysis is in 5 weeks with the Unit 5 Individual Project. However, each week you will submit work for the unit, which will then be included in your final report.

You will be researching these 13 areas:

1. The Management of Ability
2. Organizational Commitment
3. Job Satisfaction
4. Organizational Ethics
5. Job Design and Goal Setting
6. Performance Appraisal
7. Pay
8. Career Development
9. Work Groups/Teams
10. Leadership
11. Communication
12. Organizational Change
13. Organizational Development