Images Of Change Paper

8/24/2026

[redacted]

HRM587

Company Debrief

The company that I am choosing is Fitbit, it is in my everyday life and I have seen many changes first-hand. This company originates in San Francisco they make and sell all sorts of fitness products for tracking your health and much more. The company began in 2007 and quickly grew with the watch they had that tracked how many steps that you took a day also many other things like your sleep habits, your heart rate, and how many calories you burned that day. Google purchased the company in 2021, but it continues to be a great company still standing they generate 700-800 million yearly still. They still "aim to make individual health and overall, wellbeing the main priority (Fitbit)." They also look to make sure the technology they're offering is wearable.

Organizational Change

In August of 2017 Fitbit went through a big change or transformation. They went from being the type of company that only focuses on your fitness to solely focusing on people's health and wellbeing. This change was made by not just tracking your fitness things but also giving you health data while giving you very advanced ways to solve those issues you might have and the intended audience was anyone that cared about their health a lot and wanted to know the things like that going on with their body. They became innovative and did not just want to be a company that sells fitness watches they began creating smart watches and all sorts of things that can track your problems and give you medical level data and answers. This was all to grow and expand their horizon because they felt they were stuck in one spot and wanted to see how that would do. All of the shareholders did not agree but when asked "Why wouldn't people