HRM 587 Week 5

Course Project;

Determining the

Change Paper -

Fitbit, San

Francisco

[redacted]

HRM587

8/8/2026

Model Rational

The model that I am going to use to for my company Fitbit is the Mckiney 7s. There are 3 main reasons that I chose the Mckiney 7s over the others. When Google bought Fitbit for 2 billion the deal took almost two years to basically get approval and make sure everything is alright and it all was done in 2021 so then google started putting Fitbit products into its own things. This kind of decision by both businesses affects every organizational layer in the 7s idea at the same time strategy, structure, culture, talent, and systems and only the 7S gets in a single go by. Also, other change models tell you the process or something like that the 7S gives you Fitbit's biggest problem which is them and google do not share all of the same values so sometimes it can seem they are not on the same page at all. Also googles teams would use or look at a 7s so it makes my recommendations something that can actually be done instead of just throwing out ideas.

Change Model

Strategy: Googles pixel watch came out in October 2022 they added Fitbit's health and fitness features basically slowly showing the end of Fitbit devices google basically put Fitbit things on the shelf in 2023 and 2024. That was a big thing known internally but unknown to employees and customers.

Structure: Before all of this Pixel, Nest, and Fitbit basically moved as their own things every one of them had their own teams for designs, hardware engineering, and software. Google moved more towards a more functional model and having one leadership overseeing everything when