Week 2: Harvard Business Publishing - Organizational Behavior Simulation: Judgment in a Crisis

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MGMT591

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I. Introduction

Matterhorn Health is a medical device manufacturer in Long Beach, California focused on innovative healthcare solutions. They work in the med technology and diagnosis space specifically manufacturing blood glucose monitoring equipment for individuals suffering from diabetes. Its piece de resistance, the GlucoGauge, is the company's costliest and most advanced glucose monitor to date. Just after its product launched, though, reports emerged of inaccurate readings, leading to a crisis that called for decisive action to safeguard both patient safety and the reputation of the company, Matterhorn Health. I played the role of a product manager who was tasked with assessing the crisis, identifying the source of the issue, and figuring out how to best minimize the disaster. I was responsible for investigating the product failure, coordinating internal communications, easing emergency resource allocation, handling customer concerns and recommending solutions that promote patient safety and business continuity. In the following paper, I will discuss the organizational behavior and leadership concepts that were involved in my decision making during the crisis as well as offer recommendations to improve company operating experience.

II. Research Analysis.

A. Organizational Behavior and Its Influence to Operations

Organizational behavior (OB) refers to the structures of workplace culture, leadership styles, methods for decision-making, and dynamics of teams that can all have a substantial influence on a companys capability to easily react to a crisis (Robbins & Judge, 2022). The response of Matterhorn Health to the GlucoGauge crisis illustrates how structured decision-making, clear communication, and an adaptive style leadership can prepare an organization to weather unexpected challenges.

My main responsibility during the crisis was to go through different reports, customer complaints, and internal communications to figure out what was causing the device to be inaccurate. The research found that the reported errors were caused by a combination of inadequate instructions, inappropriate consumer use, and a technical problem with the microprocessor when used with the new test strips. This is in line with studies arguing that productive organizational behavior approaches— for example, evidence-based choice and predictive risk management—enhance firm function tremendously (McShane & Von Glinow, 2021).