**ORGANISATIONAL DESIGN AND DEVELOPMENT**

**Learning Outcome 4: ACTIVITY 3**

**Group Activity**

**Boston Consulting Group Matrix**

Your tutor has chosen an organisation that you should all know, which has a number of different products and services. Apply this matrix to that organisation.

The organisation wants to be successful. How would you advise them if you were looking at the results of this matrix?

Answer these questions:

If you were advising the organisation what would you tell them?

Would you suggest that some of the products or services should be stopped?

If so, what?

Should the organisation consider some new innovations?