

Residential Institute: Organizational Conflict

Parties:

Racecar Sales Manager

Racecar Engineer Manager

The engineer manager and all the engineers at Speedway Racecar Corporation are in a heated conflict with the sales manager and all the sales people. The sales people are overselling Speedway's racecar capabilities, promising potential customers features that the car currently doesn't have. The engineers and their manager then receive added pressure from the owner of the company to ensure that what the salespeople promise will be offered by the company. The engineers are upset because there is a constant pressure to increase the technological advantage over their competitors. The sales people are upset because they cannot sell these high-end racecars without added innovations. The salespeople have argued that without the sales team, no amount of innovation would make the company any money. The owner of the company has ordered the sales and engineer manager to go to mediation. Both parties are stubborn and serve as representatives of their respective groups.