

Strategic Analysis and HR Planning at Meta

Student's Name

Institutional Affiliation

### Week 2 Assignment: Strategic Analysis and HR Planning at Meta

Meta is in the Maturity stage of its lifecycle. This stage is characterized by a focus on maintaining market share and improving efficiency. One example from the videos is Meta's substantial investment in the Metaverse, indicating a shift towards innovation within a stable market. Another example is the intense competition Meta faces from other tech giants, requiring strategic differentiation. Lastly, the videos highlight Meta's emphasis on optimizing resources, typical of a company in the maturity stage.

For the Metaverse division, a key strength is Meta's strong financial backing, enabling extensive research and development. A key weakness is the public's skepticism about the Metaverse's practicality and value. An opportunity lies in the growing interest in virtual and augmented reality technologies. However, a significant threat is the rapid pace of technological advancements, which could render Meta's investments obsolete if competitors innovate faster.

One missed area in reviewing the environmental analysis and strategic plans was underestimating the market's readiness for the Metaverse, leading to overinvestment. In assessing the external and internal workforce, there was a lack of alignment between employee skills and the new technological demands. The HR planning forecast did not account for potential market resistance, leading to overly optimistic projections. Finally, in developing HR staffing plans, there was insufficient contingency planning for scaling back if the Metaverse did not gain expected traction.

Meta could have adjusted its strategic planning by conducting more comprehensive market research to better gauge the readiness for the Metaverse. Additionally, aligning workforce skills with emerging technologies through targeted training programs could have mitigated some of the mismatch issues. Lastly, implementing a phased investment approach with periodic

reviews and adjustments based on market feedback could have helped avoid the need for mass layoffs.