**TESLA CASE STUDY**



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# TESLA CASE STUDY

# Introduction

Tesla has become an unmatched powerhouse in the fast-paced world of the automotive business, breaking new ground and redefining established norms (Furr, 2023). In the automobile sector, Tesla is a brand that is now linked with innovation and disruption. To promote growth and success, Tesla has adopted successful change management techniques and made considerable organizational changes over time (Forbes, 2022). Tesla's strategy for change management has been essential to its capacity to remain well ahead of its competitors and retain a loyal following, even as it has expanded into energy storage and solar energy in addition to switching to electrically powered cars (Muratori et al., 2021). This report examines Tesla's strategies, focusing on three key aspects. First, it examines the innovation typologies used by Tesla in relation to the relevant creativity and innovation theories. The second part of this report focuses on the way in which Tesla’s chief executive officer and owner leadership styles influence organizational cultures. It also proposes a new-generation organizational design and approach aimed at fostering innovation and adaptation to ensure future success. Through these analyses, we seek to explore how Tesla's innovation, leadership style, and strategic foundations are interconnected, playing a crucial role in the company's ongoing development.

# Tesla Innovation Typologies

Tesla's innovative approach is explained using the four Ps of the innovation pillar model. This focuses on product, process, position and paradigm, as seen in Fig. 1 below

* Electric Car
* Solar panel
* Power storage

Powe

* World no.2 most innovative
* Green power provider
* Autonomous driving
* Tesla owned showroom and online buying. Fast process
* Building EU facilities to produce
* Penetrating convoluted market as Chinese

Product

Position

Process

Paradigm

Fig:1 Innovative dimensions (4ps)

## Product and Innovation

According to Denning (2023), Tesla employs an incremental innovation approach at the high system level in the production of electric automobiles and energy solutions. It utilizes cutting-edge developments in the automotive sector, like the autopilot program. Tesla has placed a strong2emphasis on battery improvement, which increases the engine2power of its cars (Siddiqui, 2020). Advancement in battery packs drives down the cost of Tesla's products. Additionally, the organization's innovation approach benefited from its collaboration with Panasonic. With a lower price tag, the Model2S and Model2X from Tesla2have the longest range of any2sedan or SUV2in the world, reaching about 500 miles (Kim, 2020). Tesla's in Germany, nevertheless, had been attempting to enhance the caliber of its computer programs and was confronting technological2security2problems. This includes more dependable mechatronics for appropriate operating systems, potent sensors and processors, and inexpensive software (Wang et al., 2021). Robust hardware and software work together to provide Tesla an edge over its rivals in terms of manufacturing innovation.

The spread of innovations idea is consistent with Tesla's approach to product innovation. According to Dearing and Cox (2018), the diffusion of innovations concept describes how new2developments in technology2and other fields reach communities and2cultures from their introduction2to their broad2adoption. The autopilot feature that Tesla implemented is an example of incremental innovation. Over the years, the corporation progressively improves the functionality and safety aspects of its autopilot innovation by refining and enhancing it on a regular basis (Reuters, 2023). A further aspect of incremental advancement is the emphasis on battery innovation. Tesla increases the effectiveness and accessibility of its electric vehicles by constantly developing battery technology (Siddiqui, 2020). These two examples are consistent with the concept of diffusion of innovations, which holds that innovations increase over time within a social structure.

## Tesla’s Process and Paradigm

A corporation must overcome certain obstacles when attempting to enter the automotive market that already exists. Significant obstacles exist for businesses, including the expense of entry, network impacts associated with shipment, and economies of scale (Downes, 2018). Tesla failed to achieve2cost-effective economies of2scale while being2able to break into the market. It opened more2Gigafactories, including one in Nevada2and another in New2York, to enhance its manufacturing procedures. Moreover, in order to achieve economies2of scale and generate cheaper goods, it also founded2Gigafactory in China2and is building more2across the globe (Wilson, 2021). With its operations based in2Europe, it also conducts business internationally. It has developed a more robust2supply chain structure by forging2closer contacts with worldwide manufacturers of cells and other essential2components (Cooke, 2020). Tesla has forged a significant cooperation with Panasonic2to lower costs and raise2quality in order to offer more valuable2products. The business employs a direct selling strategy and disregards conventional distribution channels (Liu and Meng, 2017). Tesla sells its items at motor2exhibitions, galleries2, dealerships2, and online. Comparing its innovation2technique to the eight-step2standard purchase procedure, it offers dependable and expedited purchasing. According to Shipley (2020), the steps in Tesla's invention procedure are ordering online or in-store, choosing a payment2method, waiting for the product, paying for it, and delivering2it.

The disruptive innovation theory is in line with Tesla's approach to product innovation. According to Terry (2020), disruptive innovation theory describes an innovation that lowers the cost of extremely complicated or costly items or services that were previously only available to an elite or well-educated portion of the market and makes them more widely available and cheap. This change pushes out long-standing, reputable rivals which alters the market. The theory's core assumption is supported by Tesla's advances into the automotive sector, the construction of Gigafactories across the globe, and the emphasis on economies of scale for more affordable goods (Rapier, 2023). Tesla's production techniques and distribution methods are prime examples of disruptive innovation, as they challenge conventional standards and prioritize solutions that are inexpensive. A revolutionary mindset that questions established automotive company structures is further shown in the focus on direct selling, important alliances, and a customer-centric strategy.

## Tesla’s Position

Tesla began the automobile2sales in 2003 as an electric2vehicle manufacturer and made a public statement in 2010. It signed a deal to acquire $2.6 billion2worth of shares in2SolarCity, merging with the2business in the process (Grace, 2017). By introducing2Powerwall, Solar2Panels, and Solar2Roof to its lineup2of products, along with offering these products and services to2homeowners, Tesla2broadened its market2share (Zimmerman, 2021). This is a crucial component of2innovation2positioning, and as a result, the organization has emerged as the most inventive and imaginative in the entire globe (Qin, 2022). Tesla has a wide policy of uniqueness to position2itself in a highly2competitive marketplace. It employs this technique to appeal to both high-end and low-end automobile clients. While many other organizations are beginning to build2electric vehicles, Tesla2wants to keep2its competitive2edge through rendering its products2difficult to2imitate. By raising2the entry barrier2for batteries and2EVs, the large R&D2expenditure seeks2to develop more advanced2technology for the goods they manufacture. As the industry pioneer, Tesla maintains a continuous competitive edge in the (electric) motor2vehicle industry2since it spent far2more in research and development than other companies in the market (Perkins and Murmann, 2018).

The Resource-Based2View (RBV) Theory is in line with Tesla's Position approach. According2to the Resource-Based2View (RBV) perspective, having adequate resources is essential for higher business performance. According to Davis and DeWitt's (2021), firms can gain a competitive2edge by utilizing their internal2resources, which should be valued, uncommon, non-imitable, and structured2to capture value. Fundamentally, the premise is that companies may maintain a competitive edge as long as they own and manage resources that are rare, precious, and unique, and as long as they have a structure in place that can manage those assets.

Tesla's implementation of a wide diversification strategy aligns with RBV concepts, as the company deliberately designs distinctive and varied goods, including electric cars, Powerwall, solar panels, and solar roofs (Zimmerman, 2021). With these solutions, Tesla differentiates itself in the market and gains access to important resources. Additionally, the significant R&D expenditure highlights Tesla's dedication to growing unique technological capacities, consistent with RBV's idea of obtaining long-term market dominance from such assets. Tesla's unique position is reinforced by the assertion of the corporation intentionally raising entry barriers via technology breakthroughs, which fits in perfectly with RBV theory. The theory's focus on invention as a crucial resource is further supported by the recognition of Tesla as the market innovator, which highlights Tesla's skillful use of innovation for operational benefit.

## Innovative Strategies: Impacts on Business Model Canvas Pillars

The business model canvas is broken down into four main groups: customer2interface, product, financial2aspects, and2infrastructure management. Customer2segments, channels, key2partners, key2resources, customer2relationship, key2activities, value2proposition, cost2structure, and revenue2streams are the nine2subcategories that make up these categories (Carter & Carter, 2020). It is a framework that gives the company goals to strive for and examines the strategic factors that greatly impact the company.

The Business Model Canvas (BMC)'s pillars are significantly impacted by Tesla's diverse strategy for creativity, which results in an evolving and integrated business model. Tesla's product developments, which expand its products and appeal to a wide range of consumers, have significant effects on the value proposition pillar. These advancements include electric vehicles, Powerwall, and Solar Roof (Wu, 2023). This is also in line with Tesla's general goal of uniqueness, which is shown in the organization's attraction of both luxury and budget-conscious customers to its many customers segments pillar.

Regarding distribution channels, Tesla's strategy is crucial since it uses galleries, showrooms, websites, car shows, and established networks instead of traditional ones for direct selling. This simplifies the purchase procedure and is consistent with the business's dedication to dependability and effectiveness (Shipley, 2020). Moreover, Qin (2022) asserts that Tesla's innovative positioning is crucial in forming relationships with consumers, developing loyalty, and establishing a connection with the brand.

Tesla's revenue streams are diverse and subject to the company's branding strategy and sustainable competitive edge. The firm's revenue potential is increased by its diversification into solar power systems, renewable energy solutions, and a wide range of products (Zimmerman, 2021). Key resources include Tesla's technological prowess, an extensive selection of products, and its innovative positioning in the marketplace, all of which are ideal agreement with the Resource-Based View (RBV) theory.

Key initiatives of Tesla include focusing on direct selling, building robust supply chain connections, and using Gigafactories to break down the business sector obstacles. These activities are in line with the company's innovation plans, which emphasizes effectiveness and creativity in the production operation (Wilson, 2021). Tesla's strategy to incremental innovation is greatly aided by strategic collaborations, especially with Panasonic, which allow the company to consistently improve its product offerings (Siddiqui, 2020). Essentially, Tesla's innovations are deeply integrated into the BMC, resulting in a robust and flexible business structure that embodies the organization's dedication to quality, customer-focused approach, and long-term advantage over rivals.

# Leadership Analysis: Examining the Tesla CEO/Owner's Style and Its Impact on Organizational Culture

## Tesla Leadership Analysis

Tesla's co-founder and current chief executive officer is Elon Musk. Three people make up Tesla's primary leadership group: a CTO, the head of automobiles and a CFO (Hull & Pogkas, 2018). Twenty-four more senior leaders in the fields of software, energy, engineering and manufacturing, HR and safety, legal and financing, and the sales process. Tesla's leadership embodies inspiring leadership techniques, as they empower their staff with the latest technology to enable them with maximum tools for encouraging innovation (Elnour, 2021). Elon Musk possesses a visionary leadership style that has a favorable effect on the Tesla leadership group. A visionary leader sets an example for others to follow and motivates them to go above and beyond, which changes attitudes by encouraging innovation and fostering transparency and credibility (Tanis, 2014). Leaders with vision are able to perceive the larger picture and come up with fresh ideas for how to communicate it. Their future vision is attractive, one in which they can frequently interfere with the current quo while still having a good influence. Elon Musk accomplishes this by creating novel challenges and inspiring staff members to go against established systems (Gayathri, 2019). Elon Musk discourages the idea that staff members have to adhere to a hierarchy of authority in order get support and instead advocates for an open-door policy for communication within the company (Pulse, 2017).

Nonetheless, given the aggressive strategy employed to instill innovation throughout Tesla's activities, Elon Musk and the leadership team may occasionally employ the transactional leadership style (Rajbanshi, 2020). According to Antonakis and House (2014), transactional leadership is centered on interactions between the authority figure and followers, compensating followers for fulfilling predetermined requirements. This kind of leadership might work well in a variety of contexts and encourage conformity to standards of practice, but it might not always encourage creativity.

## Tesla Leadership style and Organizational Culture.

The next section will address Elon Musk's visionary style of leadership and how it affects the culture of Tesla. This section will examine the ways in which Musk's visionary leadership has shaped Tesla's culture, encouraging innovation, versatility, and a shared dedication to pushing the limits in the fields of clean energy and electric vehicles.

### Communication

The innovative leadership of Tesla is dedicated to open and honest dialogue with the company's clients, the investors, and workforce. Elon Musk places a strong focus on innovation in Tesla's vision, which can be observed in their "talk to anyone" marketing approach (Golding, 2017). Regular reports on business plans, product advancement, and achievements made toward sustainability2objectives are all2part of this. For every2change, Tesla has a2well-thought-out strategy2that includes a thorough2implementation and2execution framework. Using social media for communicating with customers and supporters is one element of Tesla's communication procedure (Hull, 2023). Tesla is2well-known on social media2sites like2Instagram and X (formerly Twitter), where it2posts information, updates, and exclusive glimpses of videos of its business2activities.

Elon2Musk, the CEO2of Tesla, is renowned2for keeping a busy schedule on social2media, where he interacts2with followers and2consumers directly and2answers their questions2and comments (Hull, 2023). With millions2of followers, Musk's2personal X account (previously Twitter) is frequently2used by him to reveal new product announcements, provide updates on the business's activities, and interact with supporters. Furthermore, Tesla maintains that creativity and efficacy would be limited by a hierarchical system of authority. Elon Musk implores Tesla's leadership to avoid creating the appearance of barriers within the company, since this might give rise to a "us versus them" attitude that could hinder collaboration. (Pulse, 2017).

### Innovation and research and development (R&D)

Tesla under Musk’s visionary leadership is committed to innovation and R&D. The organization prioritizes innovation as a means of maintaining a competitive edge and disrupting established businesses. The creation of Tesla's Autopilot framework, which makes utilizes cutting-edge machine learning and artificial intelligence (AI) to facilitate self-driving2characteristics in Tesla2automobiles, is one illustration of the company's2inventiveness and research and2development capabilities (Denning, 2023). Tesla's Autopilot technology has been an important selling point for the corporation, assisting in positioning Tesla as the dominant company in the self-driving automotive industry.

Tesla is renowned for its readiness to take2chances and invest in2cutting-edge solutions when it comes to innovation2and R&D. Among other things, the corporation has made large2expenditures in solar2energy, artificial2intelligence, and battery2technology. For2example, one of the biggest battery production plants in the globe is Tesla's2Gigafactory in2Nevada, which can generate more than 35 GWh2of lithium-ion2batteries a year (Lambert, 2022). Because of Tesla's investments in battery technology, their electric vehicles are now more affordable and efficient, thus appealing to clients (Siddiqui, 2020).

Furthermore, Tesla2does research and2development in areas unrelated to its goods and2services. In order to enhance its supply2chain administration and manufacturing procedures, the corporation is also researching cutting-edge technologies including automated and robotic systems (Denning, 2023).

### Employee empowerment

Tesla embraces its workforce and believes in giving them the tools they need to make a difference to the firm's accomplishment, owing to Musk's visionary leadership. This means not only providing opportunities for growth and promotion but also encouraging creativity, innovation, and cooperation (Chinta, 2018). Tesla empowers its workforce by offering its staff the chance to assume leadership positions, make recommendations, and make a difference to the organization's achievement. Workers on Tesla's assembly line, for example, are taught to identify and address potential production issues, which provides them a sense of authority and accountability over the manufacturing cycle (Shen, 2023).

Additionally, Tesla encourages employees to speak honestly with one another regarding suggestions and critiques. Staff are encouraged to speak with managers or executives about any issues, recommendations, or feedback they may have because the organization has an open-door policy (Hull, 2023). Furthermore, Tesla's "no titles" policy lets employees operate without being constrained by traditional job descriptions or hierarchies (Han, 2021).

### Strategic acquisitions

Tesla has bought a number of businesses to aid in its expansion into new markets, including energy storage and solar power, owing to Elon Musk's visionary leadership. Tesla's 2016 merger of SolarCity, a top supplier of solar energy remedies, is one instance of a strategic purchase. According to Ramsey and Sweet (2016), Tesla used the purchase as a major component of its plan to enter the renewable energy industry and position itself as a pioneer in environmentally friendly energy solutions.

Tesla managed to give its consumers a more comprehensive range of energy options by incorporating solar energy technology into its product line through the acquisition of SolarCity. Through this purchase, Tesla was also able to take advantage of SolarCity's vast installer and service provider system, which aided in the quick expansion of Tesla's energy company (Brown, 2016).

In22019, Tesla made a crucial deal when it acquired Maxwell2Technologies, a business2that focuses in creating energy storage systems. The purchase was a component of Tesla's plan to lower the expense of battery production for its electric automobiles and enhance the functionality and effectiveness of its battery tech (Schmidt, 2021).

Tesla had the opportunity to incorporate its proprietary ultra-capacitor2technology into2its battery2manufacturing method through the acquisition of Maxwell2Technologies, extending the life and energy2density of its2batteries (Financial Times, 2019). Through this purchase, Tesla was2also able to lower2its overall manufacturing expenses and simplify its battery manufacturing procedure, which assisted in reducing the price of and increase consumer accessibility2to its electric automobiles.

### Data-driven decision-making

Tesla used to make judgments based mostly on feelings of intuition, but under Musk's visionary leadership, the business now largely depends on data to guide all of its approaches to decision-making, especially those related to product development, manufacturing procedures, and marketing approaches. This implies that instead of depending solely on speculation or intuition, the business may now make well-informed decisions using up-to-date information (Harris, 2023). Tesla utilizes data to monitor advancement, guide decision-making, and pinpoint areas for advancement when making improvements inside the company. Tesla, for instance, utilized information on customer preferences, energy usage patterns, and market conditions to guide its manufacturing processes and advertising approaches during the switch from petrol-powered to electric vehicles (Singh, 2021).

Data is also used by Tesla to track the effectiveness of its change management initiatives. For example, Tesla gathers and evaluates information on consumer acceptance rates, usage trends, and feedback when launching a unique product or service to assess if the alteration has been effective or requires further work (Marek and Marek, 2023).

### Agile methodology

Tesla develops its products and manages its projects using an agile methodology that promotes adaptability and quick reaction to changing market circumstances. Tesla is able to create and carry out improvements quickly and effectively because of its excellent innovation and creative culture (Field, 2018). Workers are encouraged to think creatively and experiment with novel ideas, and this has resulted in a number of ground-breaking inventions including self-driving automobiles and electric powertrains.

# Fostering Agility and Learning: Proposing an Adaptive Organizational Design for Sustainable Growth and Development

The next section looks into the essential components of an adaptable organizational structure for Tesla, with the aim of achieving sustained growth and development. Customer-centric design thinking and initiatives encouraging diversity and inclusion are among the main themes in this section. Tesla can strengthen its culture of innovation and diversity, increase its agility, and encourage lifelong learning by incorporating these elements into the very fabric of the company. This flexible strategy puts Tesla in a position for long-term success by integrating well with the changing dynamics of the automobile sector.

## Customer-centric design thinking

### Customer-centricity

A thorough knowledge of its clients is the foundation of any great company. Customer-centricity is a concept that centres all decisions and strategies around the needs and wants of the consumer (Hyken, 2022). Prioritizing customer-centricity requires businesses to devote resources and time to understanding the requirements, tastes, problem areas, and goals of their customers. They constantly gather and evaluate client input, carry out user research, and apply data-driven insights to customize goods and services that are exactly in line with what customers want.

According to Meester (2023), firms who prioritize customer satisfaction not only outperform other companies in the market by growing their revenues at a faster rate of 4% to 8%, but they are also able to make larger profits. In research involving more than 1,300 companies in 80 nations, 84% of those that concentrated on enhancing client relationships saw a rise in sales, and 79% experienced considerable cost reductions (Meester, 2023). This is mostly because it costs cheaper to gain and retain returning consumers than it does to bring in new clients. As a matter of fact, gaining new clients might be five times more expensive than keeping hold of current ones, and a 2% increase in retention of clients is worth the 10% cost reduction in revenue (Meester, 2023).

### Design thinking

According to Liedtka (2023), design thinking is a methodical approach to problem-solving that enables teams to generate creative ideas and look beyond what is normal. Through embracing a human-centered approach, design thinking fosters compassion and a profound comprehension of consumers. The procedure consists of five fundamental steps that promote creativity and cross-functional cooperation: empathize, define, ideate, prototype, and test (Lopez, 2020). Through the process of ideation and concept prototyping, design thinking helps reduce the possibility of releasing goods or services that fall short of expectations.

### The Synergy of Customer-Centric Design Thinking:

When both of these variables meet, the outcome is a harmonious and dynamic interaction of innovation and customer-driven decision-making. Customer-centricity gains an additional level of empathy owing to design thinking. Throughout the ideation stage, organizations can produce ideas that truly connect with their intended audience through placing themselves in the client's position. By avoiding preconceptions about what consumers desire, this empathic strategy helps firms ensure a more precise product-market fit (Al-Shammari, 2023).

Customer-centricity lends itself ideally to the continuous nature of design thinking. Feedback from customers is continuously included into the development phase due to the continuous feedback cycle. Organizations develop more client-centric ideas as a result of testing and refining designs, which give them a better grasp of client desires and difficult issues (Simon et al., 2016).

Firms cultivate an innovative culture by incorporating design thinking into their customer-centric strategy. Individuals grow more open to trying out fresh concepts and are more inclined to question the status quo. This innovative culture frequently produces revolutionary goods and services that set an organization apart from rivals (Lindner and Senn, 2015).

consumer-centric design thinking is a proven method for creating long-term consumer loyalty. Businesses that adopt a customer-centric approach can enhance customer happiness, loyalty, and trust. Exceptional customer service interactions make up more than two-thirds of consumer loyalty, which is more than brand and price impression together (Lievesley et al., 2017). In fact, customer-centric businesses reported a 20% rise in client trust and a 25% boost in client loyalty (Meester, 2023). Furthermore, it's evident that consumers are looking for brand partnerships today more than ever, with 81% of consumers saying they want businesses to develop a relationship with them as well as 66% saying they would be happy to reveal their private information in order to get better service (Meester, 2023). Organizations may provide clients with the customized relationships and high-quality experiences they desire by focusing on the needs of their clients. This can lead to improved revenues as well as sustainable, long-term development (Lievesley et al., 2017).

Tesla has the potential to improve its level of innovation and strengthen its client base by adopting a customer-centric design thinking approach. By developing an environment of empathy and innovation, this complementary strategy ensures that goods smoothly correspond with consumer demands. In addition to being consumer-centric, design thinking's adaptive process generates a dynamic cycle of feedback that improves solutions and maintains Tesla at the pinnacle of client satisfaction (Lopez, 2020). Overall, this approach creates a loyal customer network and improves the development procedure. which is a major factor in Tesla's continued progress in the fiercely competitive automotive sector.

## Diversity and Inclusion initiatives

According to Zapata and Cui (2023), diversity and inclusion are strategic advantages that foster innovation in firms, improve decision-making, and strengthen organizational cultures. In both society and business, the need of inclusion as well as diversity is becoming more widely acknowledged. Businesses that foster inclusive cultures and support diversity are seeing enormous advantages in terms of increased creativity, improved decision-making, and enhanced efficiency all around (Fisk, 2021). Diverse and inclusive workplaces have benefits that go beyond social duty; they are strategically necessary for business success and long-term viability.

It takes dedication and accountability from the leadership to create a diverse and inclusive workplace. Setting an example for the company and advocating for diversity and inclusion as a top priority are the responsibilities of senior executives (Garg and Sangwan, 2020). They can encourage others and work to guarantee that diversity and inclusion programs are incorporated into corporate plans and practices by setting a good example. By confronting traditional thinking, pushing new ideas, and advocating creative problem-solving, diversity can encourage creativity. As compared to homogenous groups, diverse groups consisting of individuals with varying origins, genders, experiences, and opinions regularly produce more creative solutions (Chaudhry et al., 2021). Accepting diversity opens doors to new ideas for goods, services, and strategies.

By utilizing the varied skills and expertise of their employees, companies can improve the quality of their judgments. In welcoming settings, people feel free to express their opinions and distinctive ideas (Patrick and Kumar, 2012). Companies that value and integrate a variety of viewpoints stand to gain from thorough assessments and well-rounded conversations. Diverse teams are better at addressing complicated challenges because they challenge groupthink and have a broader view of the issue at hand (Siti Maharani et al., 2022).

Businesses that put diversity and inclusion first routinely beat their competitors financially. Diverse boards of directors are closely connected with financial performance. It's crucial to remember, nonetheless, that diversity and inclusion ought to begin with improving working conditions and satisfaction among workers rather than with a focus on making a profit (Pritam, 2020). Businesses that prioritize diversity have an easier time growing their market penetration and retention of clients because they are better able to comprehend and communicate with a wider range of consumers (Turi et al., 2022). Additionally, diversity can give businesses a competitive edge in recruiting and keeping top talent.

Employees may be exposed to a range of cultures, customs, and viewpoints through diversity and inclusion initiatives. Exposure to this can promote cultural competency. For workers to feel appreciated for their distinct contributions, they must be driven, devoted, and focused on accomplishing company objectives (Zapata and Cui, 2023). Workers can create partnerships through empathy and cultural awareness, develop from and gain insight from one another, and travel various marketplaces more effectively (Inegbedion et al., 2020). Greater organizations and better societies are produced by this cultural competency, which transcends work environments.

For Tesla, championing diversity and inclusion is not simply a strategic necessity but also a social duty. Embracing a range of ideas encourages creativity, improves judgment, and eventually leads to financial prosperity over time (Pritam, 2020). Embracing diversity and inclusion is essential for Tesla to manage a wide range of markets, comprehend a wide range of customers, and create an environment at work that draws and keeps top talent. Outside the office, it strengthens societies and establishes Tesla as a forward-looking, inclusive leader in the automobile sector.

# Conclusion

Tesla's success story is the result of a skillful combination of forward-thinking organizational design, visionary leadership, and innovation typologies. Tesla has cemented its place as an industry innovator through the implementation of disruptive innovation, visionary leadership under Elon Musk, and a resource-based view strategy. Tesla's dedication to customer service, direct selling, and smart expansions is reflected in the Business Model Canvas pillars, which together provide a robust and flexible business model. With an environment of innovation, empowerment of staff members, and data-driven2decision-making, Elon Musk's visionary leadership has propelled Tesla to the top of the automobile and clean energy industries. Proposing an adaptive2organizational design, the synergy2of customer-centric design2thinking with diversity and inclusion programs emerges as a catalyst for long-term growth. With this all-encompassing strategy, Tesla not only makes sure it will always be successful in the ever-changing automotive industry, but it also positions itself as a leader in innovation, customer-centricity2, and diversity.

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