**Chapter 10**

**The Matrix Structure**

Kevan Hall of Global Integration describes the matrix structure and the challenges it presents to organizations.

*Use with*: <https://www.youtube.com/watch?v=mCHUkLLSXt4>(2:30) & <https://www.youtube.com/watch?v=iKArFiYfXWQ> (8:12)

1. What is the difference between a traditional structure and matrix structure?
2. Does a matrix structure enable an organization to address current challenges more effectively than a traditional structure?
3. What are the three major disadvantages of the matrix structure?
4. How can these disadvantages be overcome?