

Human Resource Management

Assessment 2

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Presentation Report

Employee engagement is a key factor for a company's growth and success. Employers are the key assets of the company. By making workers more productive means increase in the company's growth along with the individual.

Our presentation will focus on Nike, a brand that has left an ongoing impact on the sports and fashion industries. We're here to delve into a topic that's integral to Nike's ongoing journey: "Developing an Effective Employee Engagement Strategy."

In the world of sports and innovation, Nike stands as a global powerhouse. Yet, behind every iconic swoosh and groundbreaking product lies a committed workforce driving the brand's success. Throughout this presentation, we'll dissect the critical role employee engagement plays in shaping Nike's narrative.

Our objective is crystal clear to analyze, strategize, and enhance employee engagement specifically at Nike. This was more than just an academic exercise; it was an expedition to comprehend the nuances of Nike's unique work ethos and formulate a strategy that resonates profoundly with its employees.

By the time we conclude, everyone will possess a comprehensive plan meticulously tailored to Nike's distinctive values, ambitions, and trajectory. Together, we'll ensure that the fervour and dedication that define Nike's products are mirrored by the engagement of each employee.

So, let's lace up our metaphorical shoes and embark on this journey. Our destination? A realm where every Nike employee is not merely part of a team, but an engaged catalyst propelling Nike's perpetual triumph.

Before Jumping into the topic, we gave a short introduction about Nike and why chose Nike for this topic. The story of Nike began when two individuals Phil Knight and Bill Bowerman came up with passion for sports and innovation. Their story is one with determination, entrepreneurship, and innovation. Their aim was to create a company that would revolutionize athletic footwear. So, in 1964 they established a company and named it as Blue-Ribbon sports. Later they named their company as Nike in 1971. The name was inspired by a Greek goddess of victory. Furthermore, Nike was the most valuable sports brand according to the reports by Brand finance report and they are securing this title for the past seven years continually. The revenue generated by Nike is more than the revenue generated by its rituals. To be more precise the revenue generated by Nike is greater than the revenue generated by adidas, puma, and under Armor combined.

Then we dived into our topic and started to explain that employee engagement is the level of enthusiasm and dedication a worker feels towards his or her job. Along with it we compared what is employee engagement according to Nike and why Nike care employee engagement so much. According to Nike, they believe that a skilled, valued and engaged workforce is key for growth and sustainability Nike want to empower suppliers to engage with and value their people because Nike know that high employee engagement leads to a more efficient, agile, and committed workforce which results in beneficial outcomes for both the individual and the organization. Moreover, with that background in place, we focused on why employee engagement is so important at Nike in particular. What Nike calls "employee engagement" is the depth of feeling, commitment, and enthusiasm that workers show for their jobs and the company. This non-tangible dedication is what drives the company's success. Employee participation at Nike has had a huge influence. When workers are invested in their

work, it shows in their output, their creativity, and their commitment to the company's brand. They are the inspiration for Nike's innovative goods and the personification of the company's guiding principles. The significance is further highlighted by the figures. Recent studies have found that highly engaged organizations like Nike see a significant increase in productivity, a drop in attrition rates, and a boost in employee pride. As we move forward, we cleared that employee engagement is more than just a metric for Nike; it's the engine that powers the company's commitment to quality, encourages creativity, and increases the brand's influence.

Nike has a goal to increase employee engagement into a hundred percentage by the year of 2025 for that they are conducting regular survey and monitoring their workers. Nike is giving on the job training at regular interval of time including individual skill training, communication and problem solving. Workers drives continues improvement on safety and health and wellbeing as well as production efficiency and quality. Nike team leaders are always there to listen, guide and supporting workers Nike is providing individual one to one training if needed. They are motivating their workers in every aspect. For example, most the line manager and the senior post employees in the Nike are once employers who had worked in lower level, they got promotions for their dedication towards the work that helped them to get promoted. This will influence the workers to work hard. Nike has dedicated team whose only job is to teach the trainee the company history and culture so that the workers will feel motivated and can be easily guided to their culture.

Understanding these foundational notions and theories is crucial as we go further into the world of employee engagement generally and at Nike in particular. Several well-known theories affect Nike's approach to employee engagement. These hypotheses serve as guides for figuring out why Nike workers. care so deeply about their jobs and the company's products. Maslow's Hierarchy of wants, for example, explains how wants like esteem and development might be met to boost motivation. Similarly, Herzberg's Two-Factor Theory separates the causes of and cures for job discontent; both sets of elements are critical at Nike. Furthermore, the connection between happiness and drive on the job is critical to employee participation at Nike. Individuals' levels of job satisfaction and motivation are both indicators of how happy they are in their current positions. These two criteria interact to determine the level of dedication shown by Nike workers toward their jobs and the success of the company.

In the future, Nike might build on these ideas and theories to create an effective employee engagement strategy that is in tune with Nike's core values and objectives.

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