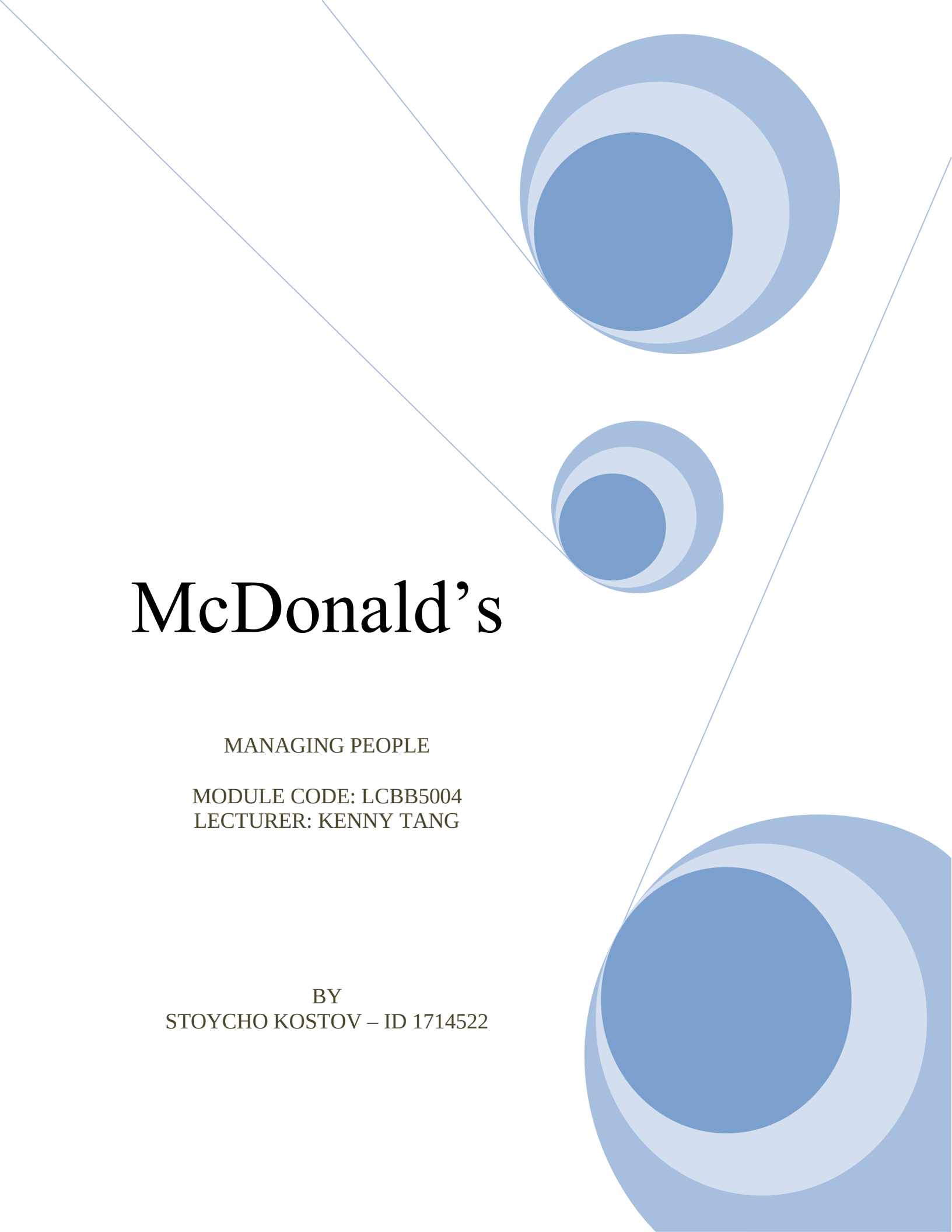


An abstract graphic design featuring three concentric blue circles of varying sizes. The largest circle is in the top right, a medium one in the middle right, and a large one in the bottom right. Thin blue lines intersect diagonally across the page, creating a geometric pattern.

McDonald's

MANAGING PEOPLE

MODULE CODE: LCBB5004
LECTURER: KENNY TANG

BY
STOYCHO KOSTOV – ID 1714522

Contents

Contents	2
INTRODUCTION	3
MAIN BODY	3
Why organisation needs progressive addition to robust HRM policies.....	3
CONCLUSION	7
REFERENCES	9

INTRODUCTION

In present scenario, managing human resource is one of important working of a human resource professional. Human resource management is mentioned as collection of tasks addition to practices that are shared mutually by line managers along with individuals for the purpose of solving organisational issues that are related to people (Ayentimi, 2018). Managing organisational individuals is strategic approach that argues about requirements of ascertaining integrated sequence of personalised policies that supports all business strategies. The essay is based on McDonald' that is one of fast food organisation that was established in 1940s as restaurant which was operated through Maurice together with Richard McDonald at California, United States. The entity is nation's largest restaurant chain as per revenue and serves around 69 million citizens on daily basis in around 100 countries within more than 37800 outlets. It has around 1.7 million staff members that work to serves the customers and the entity to achieve success. The essay includes why the entity needs progressive HRM policies and the linkage among HRM policies to HRM strategies.

MAIN BODY

Why organisation needs progressive addition to robust HRM policies. 154

Organisational overview: McDonald's is American fast food firm that was opened by siblings Maurice as well as Richard McDonald in San Bernardino, United States. The company emphasises more on individuals, including customers and staff members, needs and preferences with leadership role that is played within the foodservice (*McDonald's*, 2019). The headquarters of McDonald's are situated at Chicago, United States and it has more than 37800 outlets worldwide. It satisfies food needs of approx 69 million people daily within more than 100 nations. It is world's second leading private business with 1.7 million employees worldwide. It is best popular for its French fries, hamburgers, cheeseburgers, soft drinks, desserts, chicken eatables, wraps and milkshakes. The managers of the organisation respond to changing tastes of consumer along with negative backlash due to unhealthiest of food items along with satisfies requirements of human resources through implementing suitable HRM policies as per the strategies.

Human resource management is an effective system through which organisational professionals majorly emphasis on developing human resources as well as managing them

effectively by framing and executing appropriate programmes and policies. With this, business emphasis towards ambition, requirements, aspirations, aspects, loyalty and needs of human resources so to manage human capital and on implementations of practices, policies and processes industry (Christiansen and Et. Al., 2017). At any business, human resource management is needed to manage deadlines, leading employee training, handling interpersonal conflicts along with building corporate cultures. In the dynamic era, it is becoming critical for the companies to manage human resources because of increasing work pace, limited management hierarchy, increasing dependency, challenges in hiring and retaining individuals, constant pressures to improve productivity, efficiency and quality. At McDonald's, manpower is managed by recognizing the variables that motivates human capital, brushing performance reviews, facilitating training and development schedules, leveraging technologies, achieving employee engagements and many more. The organisation has experienced and knowledgeable managers which encourage, stimulate, inspire and encourage staff members to perform as per prearranged criteria for steadily carry forwarding operations. Few strategies which management team of respective enterprise follows in order to manage human resources are performance review, training and development, rewarding and employee engagement.

HRM policies are mentioned to ongoing guidelines with the use of which business manages its resources. Effective and sound HRM policy of an entity is concerned with objectives and facts. It assists through providing guidelines and some tools to managers, devising rules in clear and consistent manner, providing training with development activities on suitable time frame. As per thoughts of Cvenkel (2019), HRM policies are framed as per strategies so to get utmost outcomes after properly implementing all the policies related to human resource management. These policies include principles that direct organisational actions and reflect ethical values and faith of the individuals. In context to McDonald's, its HRM policies are unambiguous, specific addition to easily understandable by the members that leads in serving supervision for improving staff members workings in current duration and for future period.

Few common HRM policies which many businesses adopt are compensation and benefits, reward system, training and development, workplace diversity and employee engagement. Among all, McDonald's follows provisions of HRM policies concerned with training and development as well as employee engagement. The HRM policy of training and development provides leading prospects to enlarging awareness, facts, skill base and

understanding of human capital. With training programs, skills which are needed by staff members to execute activities or operations in fast manner are strengthened. In this, soft skill development, professional development training, quality training, safety training and technological development are some kinds of training and development through which knowledge base, awareness and set of skill are enhanced among human resources that are employed at corporation (Edger, 2016). On other hand, development programs conveys most important alterations within workforce that results in possessing comparable understanding addition to proficiency within all manpower and they facilitates their ways of workings through proper coordination. The policy helps in reducing weak-lines so that all the activities are completed on set duration. Human resource policy of training and development is required at McDonalds for improving performances of workforce, improving commitment and morale of human capital, enhancing innovation among new policies along with adhering benchmark standards. The progressive training and development policy certifies that all human resources achieve reliable knowledge for completing operations in unique ways that improves overall efficiencies among organisational people.

The human resource professionals of McDonald's also follows HRM **policy of employee engagement** wherein various activities are designed and carry out to improve manpower engagement with business goals. Employee engagement policy is all about extent to which staff members feel passionate for the job, organisational commitment and the level to which they puts efforts within work. It describes commitment level of people for the work, objectives and values of business. With this policy, managers of the fast food chain ensures commitment and loyalty of its people and encourages them to contribute in success of company addition to maximising their self well beings (McDonald and Hite, 2015). Components related to approaches, results and behaviour of individuals are essential to enhance employee engagement. In order to meet condition associated with employee engagement, managers provides a virtual ground to its people which generate engagement addition to reinforce individuals to conduct the workings systematically. According to level of employee commitment, managers generally classify its manpower in different types such as actively engaged, actively disengaged as well as not engaged. As per the classifications, supplementary plans are devised to boost the extent of engagement. For improving employee engagement level, management team provides suitable work culture to its people wherein major focus is on transparent communication, regular

meetings, sharing thoughts, team work, get together events, talent acquisition and supportive superiors so that employees are engaged more in the activities of company that also drives their performances. For measuring employee engagement, administrators of respective company conducts readiness assessments, timely communicate with manpower, surveys and many more practices which helps them to identify reasons for low employee engagement along with set suitable aspects through which engagement level are influenced positively (McDonald, Charlesworth and Graham, 2016). The robust together with progressive policy of employee engagement is needed at McDonald's for increasing work satisfaction of employees, enhancing corporate culture, boosting productivity and accomplishing success.

At the work premises of McDonald's, HRM policies like employee engagement as well as training and development are the progressive and robust ones that are required for communicating values, developing understanding and knowledge, constructing vigorous work surrounding, providing apparent picture for growth of individual and managing people effectively. As per the thoughts of Nankervis and Et. Al., (2016), employee engagement policy is required at enterprise so to retain customers together with potential clients, intensifying corporate culture, reducing manpower turnover and boosting profits. On other hand, policy of training and development is required at chosen institution so to tackle shortcomings, fostering growth, hiring new orientation, strengthening skill set and executing all practices of business in smooth manner.

Human resource strategies are considered as the effective approaches that used by business associations for managing their existing workforce in rightful manner. It also supports business entities in attaining their respective organisational goals and objectives in appropriate way. In another manner, HRM strategies are also seen as plan that is developed by business associations in executing all organisational functions in rightful manner that also helps manager of the company in quicker attainment of their respective goals and objectives that would bring success to them (Noe and Et. Al., 2017). Overall it can be said that HRM policies and HRM strategies are interrelated to one another as HRM policies of every company is developed with the motive of employees welfare along with organisational profit. Whereas, strategies of HRM are developed in such a manner so that they can easily attain their organisational goals and objectives in best possible manner that do not even harm company in any kind of legal issues. In context of McDonald's, it can be said that HR manager of this company prefers to consider all HRM policies associated with the company before developing strategy for Human resource

department. It can be said that HR manager of the respective company also goes through requirement of manpower, performance appraisals, compensations and training and development policies before formulating strategies for their respective department because if in any case they forgets to involve these important terms in their strategies then it won't be possible for them to attain their respective goals in predetermined time frame. HRM strategies are formulated according to the requirement of time or situation but at the same time HRM policies are formulated with the thought of values and long term success (Redman and Dundon, 2017). Thus, HRM strategies are directly developed with the consideration of HRM policies which works as its base and also helps company in attaining long term success in quicker manner. HR strategies are also developed within McDonald's so that they can easily motivate and influence interest of employees towards organisational goals and success in quicker manner. This improvement in employees' interest directly helps out company in the effective implementation of their HRM policies. In addition to this, it also results in the enhancement of employee engagement in organisational work. Apart from this, it has also been analysed that HRM policies of McDonald's also states that continuous based training and development sessions of employees are considered as the core part of company success (Venegas, 2019). Therefore, all strategies associated with the development of employees include training programs as well as development session for employees that directly contribute in the effective management of employees' knowledge with the changing time. All of the discussed information clearly states that HRM policies as well as HRM strategies are directly interconnected with one another. This linkage works as the supportive factor for the company in the quick attainment of its respective goals and objectives.

CONCLUSION

The above discussion concludes that managing human resources ensures that enterprise is capable to realize success with the operation implementation of individuals. It is majorly intended for make best use of employee performance in provision of superior's tactical objectives. The HR department of a company is basically responsible for overseeing practices concerned with recruitment and selection, reward management, workforce diversity, employee-benefits designs, performance appraisals and staff member engagement. Human resource policies are significant and needed as they provide control, fairness, reasonableness along with structured aspects to manage people. The progressive as well as robust policies which are opted by human resource professionals are training and development, employee engagement which are required

with the purpose of clarifying manpower behaviour, developing their set of skills, creating desired corporate culture, tackling shortcomings, improving engagement of people with business objectives and ensuring operational efficiencies. Policies of human resource management are directly linked to strategies of managing human resources as all the policies are developed later after viewing strategies.

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