

**DEVELOPING RELATIONSHIPS AND WORKPLACE
ACHIEVEMENTS ; BMSW 5102.**

Report: By Daniel Genev; Student ID: 2030037

Lecturer- Charles Nwaogwugwu

EXECUTIVE SUMMARY

This report critically evaluates development vehicles available to my chosen organisation which is Adidas and clarifies their efficiency to which I think they are suitable in identifying and satisfying the development needs of all employees to meet both individual and organisational success. Then the report proposes a constructive PDP with the use of SMART framework, and with five clear objectives to meet the specified development needs and expectations of an individual employees.

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INTRODUCTION

Human resource management is practice to recruiting, deploying, hiring, and managing a business employee (Stone, Cox, and Gavin, 2020). HR manager is responsible for orientation as well as induction of new employees and the professional development of employees. It is key responsibility of HR team to handle employees at workplace and to provide them better as well as safer workplace culture where they want to work. Following report is based on Adidas organization, as it is multinational company, located in Herzogenaurach, Bavaria. The organization designs and manufactures shoes, accessories, and clothing. This report will highlight an organization in brief and critically evaluate the development vehicles available to the organization. Along with the organization also examine that they satisfy the development needs of the individual employees to meet individual as well as organizational success. Moreover, report also cover constructive professional development plan for organization.

Overview of organization:

Adidas has long heritage as well as high brand value from the past years. The organization has vast product portfolio from sports shoes, clothing, accessories, and equipment. Along with this the organization is global leader in sport manufactures. The organization follow matrix design structure, as it is combination of two or even more type of structure. Its main aim is to arrange business so that information flows in efficient manner. With this organizational structure the organization improve its communication, it also increases efficiency as well. Apart from this the organization also have positive work culture where employees feel motivated and supported.

Critically evaluate development vehicles,

support by innovation, teamwork, high performance and many more. Adidas always focuses on innovation so that they full-fill demand of the customers in efficient manner and survive in the market (Osunsanwo, and Dada, 2020). With the training and development session the organization is able to gain more profits and competitive advantages as well. Performance management of the employees plays a very important role to make organizational desired goals achievable (Wilton, 2019). It is essential for the business to analyse requirement of their employees that is in terms of providing them training and other knowledge development opportunities so that they sharpen their knowledge and skill. However, in order to make existing employees highly motivated, the organization required to take necessary actions generally at the time at which their employees are struggling. If the organization do it in efficient manner then it gives positive impact on their performance and organization performance as well. However, performance appraisal tools or techniques help business to motivate employees in efficient manner. Adidas use different techniques to motivate employees to perform in efficient manner. Performance appraisal is a development activity which is undertaken by organization for improving the knowledge, ability, personality, and skill of people at work. Each and every organization must have appraised schemes by which they motivate their employees to perform all the task in defined manner.

Adidas use different performance appraisal tools and techniques which help business to perform well in the market and achieve its objective in define manner. However, there are many performance appraisal tools ranking methods, checklist methods, 360-degree feedback, rewards and many more (Rudman, 2020). Adidas always focuses on the employees' performance, so they also arrange training and development session which is beneficial for the organization as well as individual growth. As per today's scenario, the globalization in world,

customized employee engagement plans, competitive benefits as well as demographic modifications generally makes it difficult for firms to get and then again retain their talented people. Adidas have positive work culture and structure, so they achieve their objective in proper manner. The organization use 360-degree feedback, and rewards performance appraisal tools. 360-degree tool is a management tools where the HR manager as well as employee evaluate their performance (Fleenor, Taylor and Chappelow, 2020). It allows employees to receive the feedback from peers, manager, superiors, client as well as other staff members. With the help of this tool the individual knows their strength and weakness so that they will make their improvement plan easily.

However, it also has some negative impact such as it mainly focusses on weaknesses and make a culture where other focuses on weaknesses and sometimes it also causes conflicts and misunderstanding in a business if the process is executed or implemented hastily (Sheikh, Islam and Rahman, F.A.R.H.A.N.A., 2019). Adidas also follow rewards system, which is the best way to motivate employees in efficient manner. With the help this technique the organization give rewards to employees who perform well, so it motivates employees to perform the task in more efficient manner. Apart from this, Organizational life cycle theory is published in the year 1981 by Cameron and Whitton. This theory has five stages that is formation, growth, then maturity, decline and death. As per the theory, organization go through with such stages. But, at maturity stage the business cannot continue to survive if there is no proper organization structure.

Adidas have employees who are ready to adopt the change and also take part in innovation process, so this gives a positive impact on the organization performance. With the development vehicles of the organization, they develop the skill of employees so that they perform well. However, the organization is also monitored the performance of employees so that management act on time to improve performance. However, with specific activity help business to makes their staff members to feel valuable and supported to their establishment by encouraging their skills and knowledge and also develop personal and professional skills within them. This led business to get more and more success and also get competitive advantages (Hussain, and et.al., 2019). However, if the organization is not making proper training session, then it gives negative impact as employees have low morale and even organization is not able to achieve its objective. If the employees are not motivated, then it will give impact on their performance as well. While Adidas arrange proper training session for employees which help organization to perform well and also get competitive advantages.

Identifying and satisfying the development requirement of the employees to meet the individual and organizational success.

Employees are the important assets for each business irrespective of its industry. To succeed in industry organizations must innovate as well as evolve to stay on cutting edge and help employees to develop professionally (*Employees development important*, 2023). Employee development is important part of organization culture which make sure that employees stay up to date and learn new skill. This boosts employee engagement as well as attracts top talent. Here professional development means to improve employees' knowledge and skills so that employees can progress in their career path and enhance skills which is important to perform well in an organization. If the organization is effectively identifying as well as satisfying the development requirement of the employees, then it will help both organization and employees. Adidas determine the development need of the employees earlier (Saks, 2019). Along with this they also design training and development session for fulfilling such need of employees. With this the organization improve employee engagement, boosts profits, enhance productivity, increases retention, helps employees to reach their full potential and many more. Training and development session is the best way to satisfy the development requirement of employees.

Adidas design training and development session for their employees where employees learn new skill and knowledge to achieve their target on time and in efficient manner. It also gives impact on cost of organization as they do not have to spend money on requirement and other related activity. Because employees want to retain in such organization where they feel supported and also help them to growth their profession skill as well (Singh, and et.al., 2019). Adidas with their training session they enhance their revenues as employees work with proper utilization of resources and with full capacity. However, training session also reduce the supervision and staff turnover which lead business to succeeded in the market. Adidas make learning campus, where their employees are able to utilize the opportunities for learning and developing skill which is related to the growth. However, the organization also use digital learning platform which suggested learning modules for every training topic as employee decides to tackle. Organization also believes in learning by doing theory, it stated that the individual learn when they actually perform the task. This is the best way to learn new think while working on it. With the training and development session employees enhance skill which help them to perform task in efficient manner which help business to perform well. Along with this the individual developed skill which help them in getting success (Siswanto, Maulidiyah and Masyhuri, 2021). Training and development session improve individual as professionally as well

as personally. While with this session organization retain or gain top talent, improve productivity, increases job satisfaction and morale, and earn more profit as well.

Adidas also use 360 Degree feedback methods, which help organization to review the performance of employees and then make strategies to enhance it. 360 Degree appraisal as well as feedback are techniques which allow employees to get feedback from their co-workers and manager. Therefore, they also know what their strength and weaknesses are. However, if the employees know their weaknesses, and they work to improve it in efficient way then it gives positive impact on both. Adidas also use rewards system by which they motivate their employees to perform well. Moreover, every business looks for presence as it gives positive impact on revenues and helps in reaching to the largest to large audience. However, the organization itself as recognized brand as well as have potential customers, but it is very important for them to stay strong their brand image. Organization can proceed to set goals for their international expansion, so that strategies can be prepared and executed accordingly. So, if the organization offer proper training to their employees, then it gives positive impact on the businesses' success. If the employees are motivated, and they have ability to adopt the change in efficient manner, then it gives impact on business success. Thus, this help in meet the individual needs and organizational success criteria.

Adidas also have rewards strategies by which organization meets the individual needs and if they are motivated then they perform well in organization which give positive impact on the organization success. As rewards can be monetary or non-monetary form. Such as gifts, bonus, celebratory meals, parties, and holidays. Thus, with such rewards the employees feel motivated, and then they will perform with their full potential. Key focus of Adidas is Total rewards and recognitions strategies is helping to attract, motivate, and retain individuals by benefits, remuneration and recognitions programmes that are inclusive as well as competitive in marketplace. Remuneration at Adidas has dual focus of make sure that employees are remunerated fairly as well as equitably, so this also led business to satisfy the employee's needs. However, the organization also focuses on market trends and then as per the need of customers they design their products. Along with this the employees of organization also take part in decision-making and also share innovative ideas in efficient manner. If the organization meet the requirements of individual needs, then it gives impact on organization success as well.

Constructive professional development plan (PDP)

The professional development plan is a document the objective, competency development, objective staff members, required skill will need to support improvement as well as career development. With the proper planning the organization can achieve its objective on time. As Adidas train their employees so that they get more competitive advantages. The priority ranges from 1 to 5, which means if the priority is 1 then the objective is highly significant and at high priority for the organisation Adidas. On the other hand, if the priority is 5 then the objective is at least priority for the company. While the numbers 2 to 4 indicate towards moderate priority.

Development Objectives	Prior ity	Activities to be undertaken	Resources	Target Start Date	Target End Date	Evaluation
Economic objective- increases in investment	2	Diversification of the human as well as technical resources. Better tax planning on a quarterly basis. Investing on training and development program.	Technologic al resources financial resources	01/05/23	01/06/23	With the return on investment the organization can measure its investment easily. With the help of digital charts the organization also evaluate its position in the market which also give impact on investment.

Social objective- Development of living standards	2	Offer remote as well as flexible working as per the requirement of the employees. Reviewing the workload of the business on a regular basis. Increasing support for the employees who are already parents and to be parents.	Technological resources financial resources Human resources	01/05/23	01/06/23	By monitoring the requirement of the employees and then providing them with good quality services and programmes
Human objectives- Development of Human resources	1	Enhancing the level of recognition within the organization. Taking more and more steps to increase the levels of employee's motivation. Integration as well as alignment of organization plan with HR needs.	Technological resources financial resources	01/05/23	01-07-23	By implementing the training and development programmes in the company for motivation and communication.

National objective-revenue increase	1	Finding new customers. Offering the aspects such as sale promotion for the purpose of boosting volume of sales. Development of new product that will attract more customers or new service line as per the demand of the market.	Human, Financial, and physical resources.	01/07/23	01/09/23	For increase revenue the organization use revenue growth KPI to measure how organization sales are increases or even decreases over time. By evaluation the revenues the organization can also take action on time.
Other objective-Expansion to African countries	4	Plan for mergers as well as acquisition with well-known as well as well-established companies or business in South Africa. Building more transformative	Skilled staff Finance resources	01/09/23	01/10/23	From revues, higher sales, higher profits, and more customers.

		as well as democratic institution. Train employees to communicate well on international basis.				
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CONCLUSION

From the above report it has been concluded that better HRM of organization generally helps them to achieve their goals in efficient manner. Along with this performance management of employees is important for organization success. The above report discusses the performance appraisal tools and techniques of an organization. Along with this organization report also illustrated the effectiveness of determining as well as satisfying the development requirements of the individual employees in order to meet individual and organizational success. Moreover, report also discussed professional development plan (PDP) with mainly Five clear objectives for the organization with feasibility, acceptability and suitability to meet need as well as expectation of individual employees.

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