

Developing Relationship and Workplace Achievement

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INTRODUCTION

Relationship development is the development of strategic partnerships and alliances with other entities related to the business environment.

With the aim of reducing business operations, it is crucial to cooperate with numerous entities and organizations to gain ability and develop business potential.

My report is based on Sainsbury's company which was established in 1869 (Holborn).

However, Sainsbury's company operates in the retail sector, but this company is a little bit more than a supermarket, because it was built to be the place that customers enjoy their time while shopping in the store. Their shopping becomes more valuable when they get quality items and organic food for affordable prices.

In 2016 Home Retail Group agreed to be taken over by Sainsbury's for £1.4bn, which made an enormous impact on the Sainsbury's group since Afterall it was organized into four divisions: General Merchandising (including Argos) & TU Clothing; Financial Services (Sainsbury's Bank and Argos financial services businesses); and various property investments (The Guardian 2016).

Sainsbury's offers petrol oil (individuals since 2009), Self-service cafes, Bank (since 2013 they became individuals from Lloyds bank that they bought the share 50% in the business owned by Lloyds Banking Group), Energy (with the partner npower), pharmacy.

Sainsbury's was dealing also in telecommunications industry when it launched a mobile phone network called Mobile by Sainsbury's, the reason the company re-entered into the telecommunications industry is because Vodafone made partnership with them and in 2016 this partnership has ended between Sainsbury's and the provider Vodafone therefore the service was closed.

Sainsbury's is the second largest supermarket in the UK (after Tesco). There are more than 1411 stores in the UK since John James Sainsburys and his wife, Mary Ann, in 1869 were opened the first one.

This report contains various development tools in the workplace and summarizes these tools while considering a plan that meets the needs of organizational workplace personal development.

MAIN BODY

The potential benefits of personal development in the organization

Being potential could be explained in diverse ways, as a personal development which requires training and techniques, skills etc.

Enhance the skills of employees

It is crucial to take advantage of the support that Sainsbury's provides by training for everybody in the company. According to *Simon Twigger*: "Our stores in London employ thousands of people, and this will only increase over the next few years. As a major employer, Sainsbury's is always looking for new ways to give our colleagues the opportunity to train and develop with us

- so the new Training College will not only benefit our convenience store growth, but it will give our managers the expertise and theoretical knowledge about what it means to be a leader in retail.

"Running a store is like running your own business, so being a good store manager is about knowing your customers, your community and your colleagues. This new training facility will now boost and support those skills with detailed management expertise, to go even further to help our colleagues run our stores and power our convenience growth in the Capital."

Work efficiencies with this behavior grown extremely fast and in aim to claim one of the offers that Sainsbury's provides it is great to achieve personal development together as the statistic says every year, we are having thousands of new team leaders and hundreds of new managers and about 60 new stores around South east and London only over the next year.

Sainsbury's is the first and only supermarket to receive such recognition for developing, supporting, and motivating its colleagues.

Enhance the employee's comfort/Wellbeing

The capability of the employees who are associated with Sainsbury's always requires improvement and the company always provides the right tools and skill development campaigns. In 2014 Sainsbury's decided to invest in their own college and successfully conducted 2000 training courses in the first year. Why is it extremely profitable for Sainsbury's? However, there are several positions, employees without a certificate, work experience, and there are such employees with higher education and long years of experience in retail. With the aim of these campaigns Sainsbury's provides more efficient working practices, working ethics and more confidence with all the tasks employees facing day-to-day work and all the barriers related to their knowledge and experience by providing personal development to everyone personally.

No matter what level of experience or knowledge employees possess, Sainsbury's is ready to provide the tools for personal development in improving potential capabilities and becoming more effective and efficient in a crucial way.

The importance of innovation in the organization

According to (Henderson, 2014) "We hear the term "innovation" everywhere and are made to believe in its importance. For many of us, innovation means providing ideas unexpectedly, leading to significant discoveries and achievements. However, there is more to it than that.

Innovation is defined as the introduction of something new or different. The act of innovating leads to the introduction of innovative ideas, devices, or methods.

In short, creativity plus work results in innovation. Therefore, being innovative means, you harness your creative ability.

(Henderson, 2014) and (Heckscher, 2018) both think that it directly motivates the individuals in the workplace to execute new potential and create ideas and techniques for performing useful the given tasks and schemes.

With the aim of competitors like Tesco, Sainsbury's must have to keep an eye on the competitive advantages and gather as many innovate ideas and techniques as much as possible. Innovation support is crucial in the 21st century to plan strategies and introduce new products while employees' tasks are reduced in an extremely effective way, moreover it will meet the future needs of consumers.

However, innovation is crucial in the 21st century as I mentioned already but has never been so important as during the pandemic. Several statistics show that even during the pandemic Sainsbury's made a particularly strong impact on the market. According to CEO Simon Roberts said: "The supermarket is on track to meet its target of tripling the rate of product innovation compared to last year, having launched 277 new lines in the first quarter, with plans to add a total of 1,900 new products over the year".

Importance of Customer Satisfaction

By Sainsbury's achieving the goal that employees improve their skills and becoming successful in their positions their potential capabilities increases and the support what the company provides personal developments attracts the prominent level of consumer satisfaction.

However, employees can determine gaps and bring better ideas to the organization which has a particular impact on the market and causes a natural growth and success for the company.

Sainsbury's is more than a brand since this company is one of the most well-known and recognized company in the United Kingdom. According to Simon Roberts they are working to be at the elite level in the market regarding the company statistics and reach the target while they are achieving consumers' loyalty. For better brand value Sainsbury's taking care of every aspect of the customer's needs and providing the most efficient training in the campaigns.

According to Natalie Dunn We want all customers to have a great shopping experience."

Dunn reflected on the new project from 2016 which was 50.000 hours (about 2 days) they provided in a frame of disability training for many of their employees.

For these customers, employees learnt tips on how they deal with kids with autism and what they can do when they realize that queuing or shopping is particularly difficult. To achieve the goal of helping parents they made priority checkouts for them and trivial things like taking care of noises and shutting down the music in the background when it requires.

Critically Evaluate development and program

This is one of my personal favorite parts because in my understanding sets of skills and individuals' behaviors at the workplace meets here. New joiners and existing employees by the program that Sainsbury's provides and applies coordination between them while the individuals encourage each other. To achieve long and short-term goals these trainings must be claimed by the new joiners to become multitaskers and achieve the common goals together.

Honour Scheme

There are two types of honor from the management, the first one is called incentive which is motivating the employees to keep working hard with the best amount of working potential and managers applies this under working pressure and rewarding those employees who working hard, quality, and fast. The second one is called recognition, which is crucial to motivate the employees to improve their best performance which inspiration based on responsibility, trust and makes the individuals honest.

Raised communication with the employees

Sainsbury's management pays attention to strengthening the relationship between the employees and the management. It is crucial to interact with all the employees to reach common goals and increasing stronger, powerful connections with each other. It is particularly important for the company and the individuals involved in their capabilities and developing a quick identification for the success of the organization objectives.

Monitoring

To achieve common goals at Sainsbury it is essential to monitor the employees' performance with the aim of helping with our campaigns. We learn diverse tools and approaches to identify gaps and improve organizational requirements. To develop strategies, the monitoring consequences crucial to be recognized and well applied in an effective way from the headquarters or leaders.

Analysis and composing of data

One of the most well-known slangs of Sainsbury's is "Better for the planet." Better for you, better for everyone. On the other hand, at Sainsbury's everyone must be treated fairly.

They are playing active role communities and are committed to fighting for human rights and keep in mind the high ethical standards. These campaigns give opportunity to learn, and these opportunities are designed to inspire colleagues to learn and grow. Personal development planning process is crucial to align with the organizational objectives, targets, schedules, and goals. Therefore, to identify these gaps plays crucial role to align and priorities individuals' skills for the given objectives with the aim of development of the employees.

Sainsbury's needs must be identified and require the same work ethic and workforce from every single individual in the company. To run a business the most effective way, Sainsbury's uses different approaches. On the training, leaders reflect upon development opportunities and the

individuals with less experience can get help and advice from the employees with more experience to gain more ability.

Actions

On this program individuals usually combine the work with fun activities and demonstrating the important learning outcomes while motivating each other to be flexible and love their job as a natural call as a profession while they are building a family.

These experienced consultants provide extremely precise and valuable advice while taking care of the right communication and individuals with diverse cultures and backgrounds in the company. Since Sainsbury's regards to the leading companies in the United Kingdom it is crucial to take care of performance management and personal development to persist in the same position, deliver the best services by the items they offer and the well-trained staff too.

CONCLUSION

Based on my report my consequences are to start building the business with the individuals and everything is based on the selection then the recruitment and the importance of trainings in a frame of programs, moreover, not to forget rewarding the employees with both types of rewards in aim to succeed together it is crucial equally to apply to day-to-day basis at work.

To build a highly efficient team and powerful workforce it is essential to keep in first place Sainsbury's needs to achieve the targets and the goals that keep this company higher than the competitors.

It is crucial to build professional development and relations between employees and leadership since as I mentioned analyzing is particularly important in the company to enhance personal development planning process is crucial to align with the organizational objectives, targets, schedules, and goals.

In this report I also reflected upon the importance of the new innovations and their increases in the market. It is crucial to be aware of that during the pandemic what tools they need to process online and bring up innovative ideas to beat the competition with developing the ability of plan strategies and reach common goals by communicating in a professional way with each other efficiently. Common goals strengthen our relationship by improving the extent of consumer satisfaction. It will increase the value of the company and lead us to growth and success.

To keep the individual style Sainsbury's must have continue the program about disability people and support the community to make the world better for you, for everyone.

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