

MANAGING PEOPLE

STUDENT NAME: CAROLINA CIOINAC

STUDENT ID: 1921599

TOPIC: CLIPPER LOGISTICS- ORGANISATIONAL OBJECTIVES WITHIN RESOURCING ACTIVITIES

LECTURER: ZAINAV ATTA

PRESENTATION DATE: 19/12/2021



TABLE OF CONTENTS

- **Introduction**
- **Background of the organization**
- **HR Evolution and Function**
- **Key Resourcing Activities in the organization**
- **Outline of Organizational Objectives**
- **Factors influencing Effective HR Function**
- **Lessons drawn from the case study**
- **Conclusion & References**
- **Q&A**

INTRODUCTION

- The following presentation is an introduction into practices and processes used in human resource, therefore Clipper Logistics company has been chosen in order to facilitate the description of how human resource practices can evolve within an organisation. The following will also include a brief explanation of how human resource functions are vital in achieving the business objectives. Also the key resourcing activities in the organisation are going to be described, as well as the importance keeping the employees within the organisation throughout employees engagement activities.

BACKGROUND OF THE COMPANY

- **History:** Clipper Logistics PLC is retailer Logistics Company. It was founded in the year 1992 by the Steve Parkin and at the beginning the company consisted of a team of three people and a single driver, while today it is one of the UK's leading logistics companies with a turnover of over £650m.
- It has its headquarters in Holbeck, Leeds, UK, and the company is running its business in different locations worldwide.

11m + ft²
warehousing space

10,000+ employees
across our sites

c.500m units
delivered each year

30 years
experience

55 sites
across Europe

-
- **Vision:** To be global leaders in fully integrated, end-to-end and e-commerce logistics, defined by company's ability to innovate, collaborate, and operate at the forefront of the technology.
 - **Purpose:** Is to drive their success and the long-term success of their customers through innovation and collaboration with all of their retail partners.
 - **Objectives and aims:** Clipper Logistics PLC aims to earn annual revenue of around 500.7 million euros, and they have around 8,037 employees working for the company.



HUMAN RESOURCES: EVOLUTION AND FUNCTION

- The human resource functions have evolved over the time and these functions are becoming more advanced in enhancing the current and future market performance.
- The company makes sure that employees are satisfied by providing hygienic working conditions and rewards.
- Clipper Logistics PLC managers also provide rewards and appreciation to the employees so that they feel confident and competitive.
- The organisation is focusing on the skilled and professional employees so they give adequate benefits for increasing their potential.
- The human resource manager also gives attention to the needs and wants of employees so that they feel comfortable in working the current working environment.



EVOLUTION

- **Pre-1900s Human Resources Management: Tough Work, Tougher Conditions**

Workers need to be treated as people, not as expendable resources by a company.

- **1920s–1950s Human Resources Management**

When employees have opportunities to learn on the job and be compensated fairly for their efforts, they become more valuable to the organization.

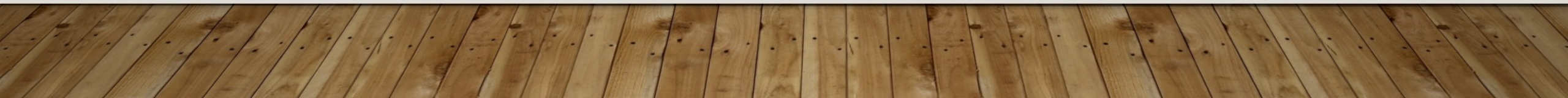
- **1960s–1980s Human Resources Management**

Workers need certain rights to be considered for a job, but they also need psychological motivators including autonomy, purpose and mastery to excel in their work.

- **1990s–2010s Human Resources Management**

Human resource management responsibilities reach far beyond administrative and compliance accountabilities. Having a strategic understanding of the business climate will position you to recruit, hire and retain the best employees while adding value at the highest levels in the organization.

- **The Future for HR Leaders**



KEY RESOURCING ACTIVITIES IN THE ORGANISATION:

- **Recruitment and selection:** human resource manager of Clipper Logistics PLC are highly professional and skilled who's main task at in present is not only to recruit candidates for the vacant job position, but also to keep them working and evolving within the company.
- **Workforce planning:** human resource manager of Clipper Logistics PLC focuses on workforce planning and forecasting so that they make the organisation efficient.
- Clipper Logistics PLC make sure that the vacant jobs are fulfilled with competitive employees.

-
- **Staffing payroll:** the manager of Clipper Logistics PLC takes care of the payroll of employees. They make sure employees are getting fair and equal salary.
 - **Employee rewards:** manager of Clipper Logistics PLC gives rewards to the employees so that they feel motivated and encouraged.
 - **Employee relations:** the manager of Clipper Logistics PLC maintains good relations with employees. They help employees to perform their jobs with coordination and cooperation.
 - **Health and safety:** Clipper Logistics PLC makes sure that employees are well trained so that they can handle the technology and business operations.

OUTLINE OF ORGANIZATIONAL OBJECTIVES

- **Societal objectives**
- Society plays an important role in building the performance of the organisation.
- They are the main people who contribute to long term business survival.
- Clipper Logistics PLC needs to take care of society and its beliefs.
- Clipper Logistics PLC also provides the best quality of service to the employees for increasing their trust and loyalty

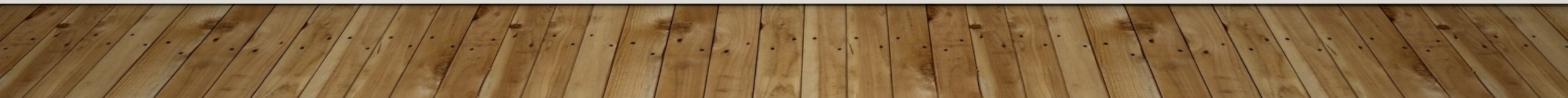
- **Organisational objectives**

- Clipper Logistics PLC has focused on the expansion of business to the global market.

-
- The organisation needs to achieve economies of scale through increased business operations and profits.

- **Functional objectives**

- Clipper Logistics PLC focuses on the management functions for achieving the ultimate business objectives.
- They adopt planning, organising, staffing, controlling and coordinating.
- They make sure that every department performs its work in coordination with others.



- **Personal objectives**

- Managers take care of the employees through talent management practices.
- They can provide various benefits to the employees for increasing their motivation and satisfaction.
- The personal development and growth of employees help the organisation to become diversified and vibrant

CLIPPER EMPLOYEE

FLEXIBLE

Adopts a positive attitude to meet and exceed customer expectations of the day.

Priorities and manages own workload with a “can do” attitude.

DECISIVE

Has the confidence to objectively challenge colleagues, peers and managers.

Is reliable, takes pride in own work and personal appearance.

EXPERTISE
INTEGRITY
RESPONSIVE
RELIABLE

CUSTOMER FOCUSED

Acts to meet customers' need, dealing with all enquiries and requests efficiently and pleasantly.

HONEST

Is respectful to all and demonstrates equality In all communication, behaviour and actions.

FACTORS INFLUENCING EFFECTIVE HR FUNCTION:

- **Internal factors**
- The organisation can adopt various strategies and tactics for improving productivity and profitability.
- They have to analyse the weaknesses and opportunities of the internal factors of the environment.
- Clipper Logistics PLC takes care of the internal factors so that they can maintain consistency and accuracy.
- The internal factors include the physical and financial resources.

EMPLOYEE ENGAGEMENT

- Employee engagement describes the level of enthusiasm and dedication a worker feels toward their job. Employee engagement can be critical to a company's success, given its links to job satisfaction and employee morale. Engaged employees are more likely to be productive and higher performing.

What	When	Further Details
Christmas Advent Calendars	1 st December – 24 th December	Advent Calendars with prizes in each window. The randomiser (with all FTE's on it) is spun twice each morning, for each Advent Calendar, and the winner is announced to the relevant Shift Manager via Soraya in Reception.
Tombola	1 st December – 17 th December	Tickets on sale from 1 st December (£1 per Strip), Draw to take place on 17 th December.
Christmas Jumper Day	7 th December - Shift 1, Shift 3 & Mon-Fri	Wearing Christmas Jumper
Elf on Shelf	10 th December – Shift 2 & Shift 4	For cost of a £1 to Save a Child Charity.
Christmas Quiz	Through December	Elf is hidden in the warehouse. The person finding the elf gets a prize.
Christmas Lunch Packs	Until 7 th December	All correct entries to be collated and one picked at random.
Donate a Gift to NGH	7 th December – Shift 1, Shift 3	This will be in the form of an individual lunch pack.
Christmas Fancy Dress	10 th December - Shift 2 & Shift 4	To be collected throughout December and delivered 16 th December.
Spin the Wheel (Christmas Edition)	Through December	Wearing Christmas Fancy Dress, best dress gets a prize.
Best Decorated Department	14 th December – Shift 1, Shift 3 & Mon-Fri	Wheel of Fortune usual prizes replaced with Christmas Prizes. Soraya to pick 1 person per day via Randomiser.
Christmas Tree Decorating	16 th December – Shift 2 & Shift 4	Judging takes place on 16 th December.
	1 st – 24 th December	Putting up Christmas tree in Reception and the entrance to each floor.

- **External factors**

- Clipper Logistics PLC focuses on external factors of the environment because they can affect the business performance adversely.
- The external environment includes social, political, economic, environmental and technological factors.
- Clipper Logistics PLC needs to control the external environment by adopting innovation and creativity

PESTEL ANALYSIS

Political	Economic	Social	Technological	Environmental	Legal
-Taxation policies -Regulatory practices -Governance System -Government resources allocation and time scale	-Economic Cycles -Skill level of workforce in UK market -Exchange rate -Inflation rate	-Access to essential services -Power structure -Societal norms and hierarchy -Gender roles	-5G and its potential -Maturity of technology -Empowerment of supply chain partners	-Renewable technology -Waste management -Paris Climate Agreement	-Business Laws -Time take of business cases in court -Employment Law -Data protection Law

LESSONS DRAWN FROM THE CASE STUDY:

What has gone well?

- According to my observation, Clipper Logistics PLC is doing well presently as the company focuses on the quality of goods delivered and services provided to customers, and they also maintain a competitive advantage in the market. Clipper Logistics PLC is also effective in taking care of the customer's demand and requirements.

What could be done better?

- Clipper Logistics PLC can adopt diversification and expand the business operations for increasing customer response. The company can also focus on the business opportunities which are important for getting a competitive advantage.

Lessons learnt – If you have to do it again, how differently?

- I will improve the marketing strategies so that the customer becomes aware of the brand image and reputation. I will also try to increase the trust and loyalty of customers through the loyalty program.

Consequences of not having organisational objectives within resourcing activities in terms of delivery of HR function.

- The organisation needs to have an objective so that they can understand how they have to work. It gives a framework that will help the organisation to focus on business operations and practices

CONCLUSION

In conclusion I would like to highlight the fact that Human Resource department has a vital role in company's success and evolution. It being responsible for recruitment and employees' support throughout their activity within the company. Also the above confirmed that Human Resources Management has truly evolved from times when workers were considered expendable and working conditions were harsh and dangerous to times when human resource management puts emphasis on humans and their needs and wants and less on humans as resources.

REFERENCES

-
- Aithal, P.S. and Kumar, P.M., 2016. Organisational behaviour in 21st century—'Theory A' for managing people for performance. *IOSR Journal of Business and Management (IOSR-JBM)*, 18(7), pp.126-134.
 - Barba, R., Rosado, C., Pardo-Moreno, J. and Rey-Biel, J., 2020. Managing people, roles, and resources during Covid-19 surge. *NEJM Catalyst Innovations in Care Delivery*.
 - Clegg, S.R., Pitsis, T.S. and Mount, M., 2021. *Managing and organisations: An introduction to theory and practice*. Sage.
 - Gallo, P. and Mihalcová, B., 2016. Models of evaluation of managing people in companies. *Calitatea*, 17(155), p.116.
 - Griffin, R.W., Phillips, J.M. and Gully, S.M., 2016. *Organisational behavior: Managing people and organisations*. Cengage Learning.
 - Leroy, H., Segers, J., Van Dierendonck, D. and Den Hartog, D., 2018. Managing people in organisations: Integrating the study of HRM and leadership.
 - Martin, G. and Siebert, S., 2016. *Managing people and organisations in changing contexts*. Routledge.
 - Mayo, A., 2016. *Human resources or human capital?: Managing people as assets*. Routledge.
 - Taylor, T., Doherty, A. and McGraw, P., 2015. *Managing people in sport organisations: A strategic human resource management perspective*. Routledge.
 - Clipper Logistics PLC, company, 2021. [Online] [Accessed Through] <https://www.clippergroup.co.uk> [Assessed on 10 December 2021]