

Background, Goals and Objectives

Kellogg's Company

Unit: Introducing the Modern Workplace
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Background

Kellogg's History

- Kellogg's was founded as the Battle Creek Toasted Corn Flake Company on February 19, 1906
- The company was founded by Will Keith Kellogg.
- W. K. Kellogg's signature was adapted as a logo for the company.
- Kellogg's has acquired a lot of companies and small businesses in there time like : Salad Foods, Fearn International, Mrs. Smith's Pies, Eggo, Pure Packed Foods and Keebler company.



Company Profile

Company Name:	Kellogg's
Category:	Food Processing
Target Group:	Family and Children looking for healthy
Positioning:	Kellogg's offers healthy breakfast
Operation:	More than 180 countries
Employees:	Around 40 000
Brand:	More than 6100

The Kellogg's logo is displayed in a white rectangular box. It features the brand name "Kellogg's" in a classic, red, cursive script font. The logo is centered within the box and includes a small registered trademark symbol (®) at the end of the word.

Kellogg's Brands



Kellogg's: Goals

- Quality development
- Focusing on health care food products and services (Company profile of Kellogg's, 2017)
- Kellogg Company announced a new goal to create 3 billion Better Days for people around the world by fighting hunger and feeding potential through the company's global purpose platform (Kellogg's Company 2016)
- Expanding Breakfast Programme
- Helping to support livelihoods of 500,000 farmers by 2025 (Newsroom Kellogg's Company)
- Ensuring suitable working environment for the employees and
- Leading food manufacturing market (Company profile of Kellogg's, 2017)

Kellogg's: Objectives

- The vision of the company is to be the largest food manufacturing company in the world (Company profile of Kellogg's, 2017)
- Use of cereal packs to communicate the balance message to consumers (www.prezi.com)
- Long-term growth in volume and profit

Mission Statements and Business Objectives

The mission of a business is the **overriding goal of the business** and the reason for its existence. A mission provides a **strategic perspective** for the business and a vision for the future.

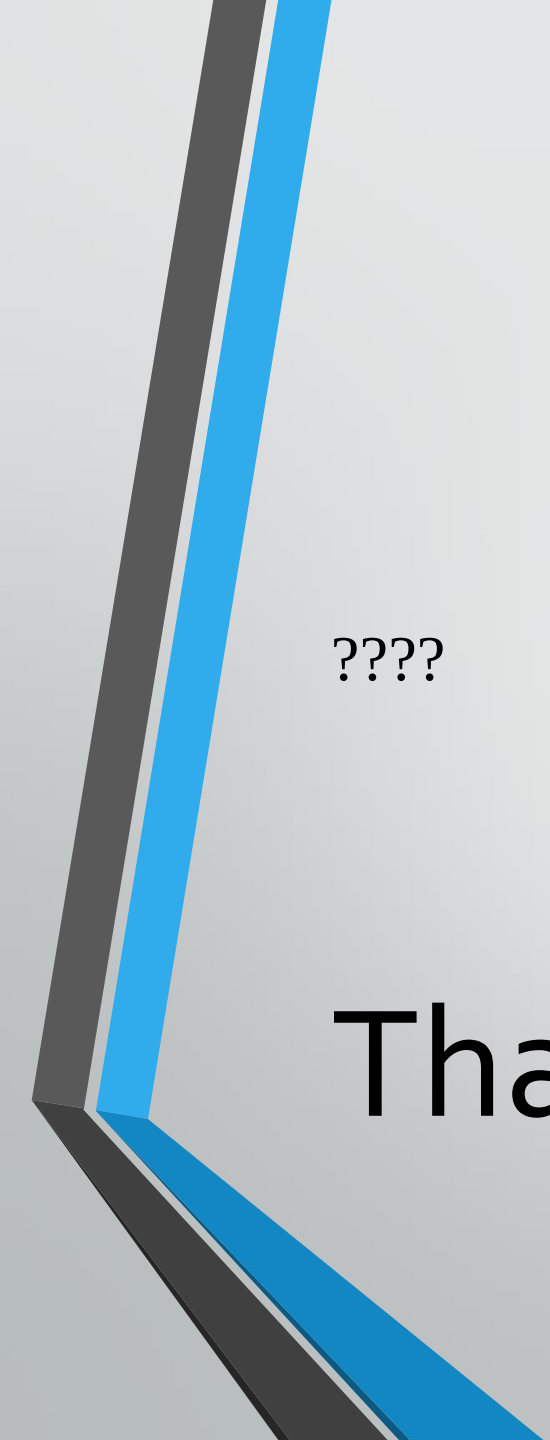


Conclusion

- I had a great experience of working as a team
- Gained knowledge about Kellogg's company and it's goals and objectives
- This presentation will help me to boost my confidence

Reference

- Company profile of Kellogg's, 2017
- www.prezi.com
- Newsroom Kellogg's Company
- Kellogg's 2016
- Google Images



Questions & Answers

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Thank you

TITLE

INTRODUCING MODERN WORKPLACE

PROGRAMME

BA BUSINESS MANAGEMENT

PRESENTING BY

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CONTENT

LEADERSHIP & MANAGEMENT
BEHAVIOUR

LEADERSHIP AND
MANAGEMENT
BEHAVIOUR

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- Quality of manager
- Different between management and leadership
- Conclusion
- Reference

Leadership



It is a process

Its involves influence

1

2

3

It occurs in groups

4

Involves common goals

MANAGEMENT

Elements of management

Fayol identified the 5 main elements of management:

1. Planning

2. Organising

3. Command

4. Co-ordination

5. Control

Management is active, it is not theoretical. It is about changing behaviour and making things happen. Management is about developing people, working with them, reaching objectives and achieving result.

Style of Leadership

There are **three** kinds of leadership

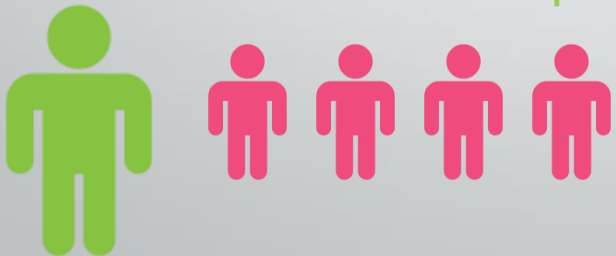
1

Autocratic leadership



2

Democratic leadership



3

Laissez Faire leadership



Kellogg's Management & Leadership Style

Leadership

1. Authoritarian

2. Democratic

3. Paternalistic

4. Laissez-faire

Management

1. Autocratic

2. Participative

3. Consultative

Differences of Management & Leadership

Leadership

1. Leaders are innovative
2. Leaders focus on people
3. Leaders ask what and why
4. Leaders do the right things
5. Leaders are developer
6. Leaders inspire trust
7. Leaders have an eye on the horizon

Management

1. Managers are administer
2. Managers focus on systems
3. Managers ask how and when
4. Managers do things right
5. Managers are maintainer
6. Managers inspire trust
7. Managers have an eye on the bottom line

conclusion

- Really enjoyed this presentation
- I gained confidence
- I gained knowledge about management and leadership of Kellogg's company
- This will help me to build my future carrier

References

- Stephen Robbin's. 2012
- Wood 2005: 1101
- Grint 2000: 420

Leadership

- Definition of leadership:
- There is very a simple definition of leadership. Leadership is an ability to motivate an amount of community to act in a direction of gaining a common intention. That kind of leadership meaning adoptions the vital of subsistence to enable to encourage others and be ready to do the task. Active leadership is founded on the concept, however, won't occur if not those concept can be exchanged to the group on way to that embrace them suitable to task as the leader trails them to the task.
- According to Charles Handy leader shapes and share a vision where gives point to the work of others.
- John F. Kennedy presents a very nice definition of leadership. According to His definition leadership and learning are indispensable to each other.
- John Maxwell's definition is so simple in few word "Leadership is influence nothing more or less.

Management

- Definition of management:
- Management is a method of gaining organizational aims by practising with and while community and other organizational structures. Management is actually managing and involving people in performing their work for a certain target.
- In a business organisation, management plays a vital and initial role.
- Defined George R. Terry, "Management Is an individual system performing planning, organizing , actuating and controlling; utilizing in each both science and art, and taken in order to perform predetermined goals."

STYLE OF LEADERSHIP

- There are many kinds of leadership. According to Steve Morgan, there is three main business leadership.
- They are following number
- - 1 Autocratic leadership
 - 2 Democratic leadership
 - 3 Laissez Faire Leadership
- Autocratic leadership: Autocratic leadership, take almost or all of the decisions by its own except the engaged or enter of the employees. Autocratic leaders speak their inferiors after what they must be taken, however whenever it must be performed. The autocratic leader is alike to disregard supposes made by employees. Automatic leadership is also called by authoritarian leadership. This kind of leadership not popular in the world.

Democratic leadership

- Democratic leadership: Democratic leadership deliver few decision-making powers to the community other members of the party but in the last, the final decision still stands with the leaders - staff members just have a chance to present their view or judgment and solicitation moving toward. Democratic leadership is also knowing as a participation's leadership. Democratic leadership is very popular in all around the world.
- Laissez-faire leadership: Laissez-faire leadership is an attenuated leadership style, it's proving full decision-making power to the employees and staff. It gives them an opportunity to take any decision and fulfil their work to any situation and anytime. This kind of leadership is feeling free in their work. Laissez-faire leadership is called as delegative leadership. This kind of leadership is also popular in the world



Kellogs leadership

Kellogs follows four kinds of leadership. They are

- 1 Authoritarian leadership
- 2 Democratic leadership
- 3 Paternalistic leadership
- 4 Laissez-faire leadership

Kellogs management:

- Kellogs follow three kinds of leadership. They are
- 1 Autocratic leadership
- 2 Participative leadership
- 3 Consultative leadership

Different between management and leadership

- Leadership and management they are quite similar on the act. There are some differences between leadership and management.
- The prime difference between leadership and management is those leaders have a community to follow them since managers have a community who work for them.

Differences

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- Different between management
- and leadership:
- Leadership and management they are quite similar on the act. There are some differences between leadership and management.
- The prime difference between leadership and management is those leaders have a community to follow them since managers have a community who work for them.
- Leaders have a longer-term perspective and managers have a short time perspective
- Leaders challenge it and managers accept the qua

Behaive

- An effectual business employer demands to be both a potential leader and manager to get their group on board to ensure them onto their prospects of gain. Leadership as regard involving people to realize and trust in your view and to perform along you to gain your success when managing is higher than about direction and building assure the day by day belonging are arriving as they should do. [L] [SEP]
- Managing and leadership there are some key challenges to face in their work. A successful leader and manager they always keep their trust and honesty in their work.
-

Honesty

- Honesty and dutiful: To be a successful managers or leader they must have to be honest and truthfulness in their work
- Aims: Managers and leaders they have to identify their aims and goals. Aimless manager or leader they could not be a success in their future.
- Inspiration: Inspiration increase to do anything better. A good manager and leader always inspire their team to do work better.
- Communication ability: Manager and leader must have to be skilled in communication. Communication skill is very important for any kind of organisation.

conclusion

- In an organizational business a leader and manager play a vital role in business. Any organizations' success or failure depends on manager and leader. A successful manager and leader is the heart of the business. They play all the roles and regulations in a business. They lead the people and guide the people and to the certain success of an organization.

Reference

- Stephen Robin's. 2012
- Wood 2005: 1101
- Keith Grint 2000: (The art of leadership 2000) page : 515

Topic: MOTIVATION & PERCEPTION

Unit: Introducing the Modern
Workplace

BA in Business Management

Tutor: Mr. Syed

Presented by: Dusyandan Sivapragasam
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- Motivation
- Motivation Theories
- Adam's Equity Theory
- Maslow's Hierarchy
- Herzberg Two Factor Theory
- Perception
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INTRODUCTION

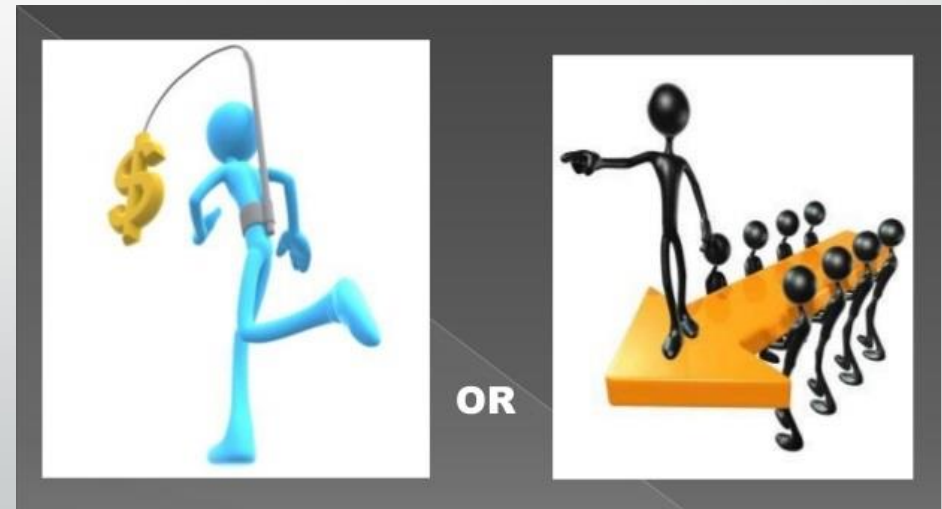
- Kellogg's company was opened in 1906 in USA
- It is a multinational company which serves more than 180 countries
- Main headquarters is situated in America
- It has got 227 variety of products
- At present about 40000 employees work for Kellogg's



Kellogg's
GROW WITH US

Motivation

- ❑ Motivation is an act which is done in purpose to drive or take the employees towards the objective of an organization.
- ❑ It can be also said as an internal energy which impact a person to do a work or given responsibility in order to achieve. (R. Pettinger, 2010)





There are two types of motivations they are extrinsic and intrinsic. Both of them are in practice in present business world to motivate employees for get ultimate performance from them.

- Extrinsic motivation is completely solid rewards that we can experience it physically outer. Ex:- salary, promotion, facilities, extra bonus, gifts
- Intrinsic motivation is completely inner reward which only we can feel it. Ex:- appreciating employees results self improvement.

MOTIVATION THEORIES

- Adam's Equity Theory
- Maslow's Hierarchy of needs
- Herzberg Two Factor Theory



Adam's Equity Theory

Inputs – Employee's contribution towards employer.

Output – Employer's rewards to employee.

This theory exactly says that all the employees in an organization should be treated equally then only they will get motivated.

According to above theory the management or higher officials must treat their employees equally in order to make them motivated. In return they will work more effectively and efficiently.

☐ This treatment result to high productivity.

Kellogg's Company

Each employee work towards the Kellogg's values.

- Company develops
- High profitability
- Brand image

Company provides many benefits towards its employees.

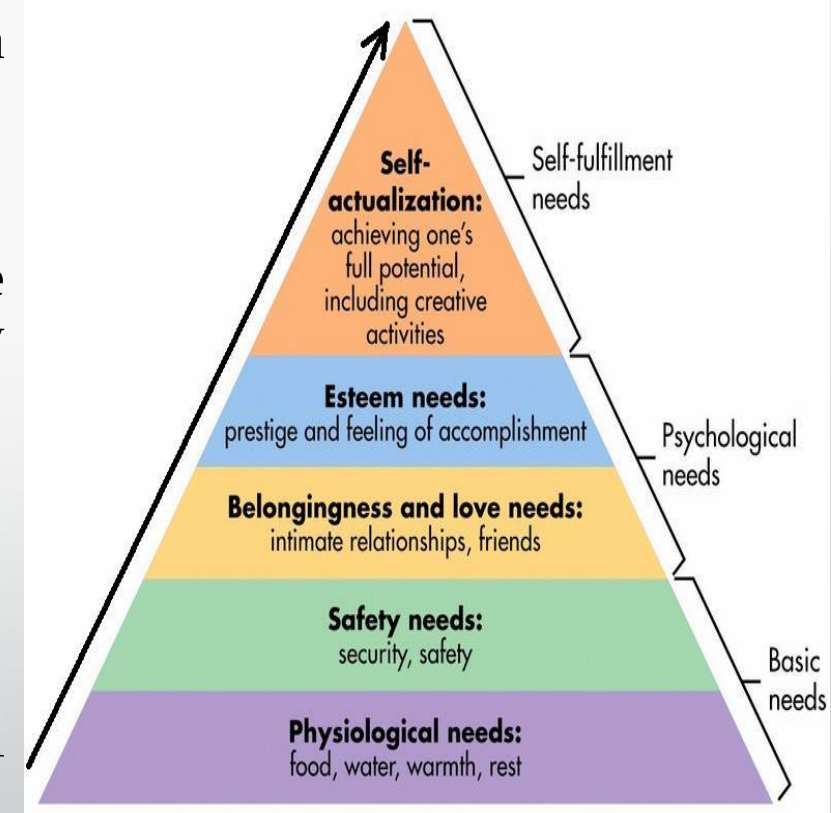
- Assurance
- Sick pay
- Achievement awards

BENEFITS FOR
BOTH

Maslow's Hierarchy

Maslow's theory shows the needs of employees in ascending from lowest to the highest.

- ☐ When it comes to this theory before motivating the employees the management has to find in which category the employees needs fall in hierarchy.
- ☐ From that point motivation factors can be used.
- ☐ Further this theory says that unless the basic need is full filled no other motivation factor would work.

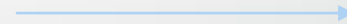


Kellogg's Company

- Physiological needs
 - ✓ Life assurance
 - ✓ Childcare vouchers
- Safety needs
 - ✓ Heathy environment
 - ✓ Choosing shifts
- Belongingness & love needs
 - ✓ Care and safe
 - ✓ Employee also cared as customers
- Esteem needs
 - ✓ Covered with Kellogg's-values
- Self-actualization
 - ✓ Variety of opportunities to undertake projects and challenge.



Needs



Herzberg Two Factor Theory

According to this theory the employees in an organization falls into 4 stages from dissatisfaction to satisfaction.

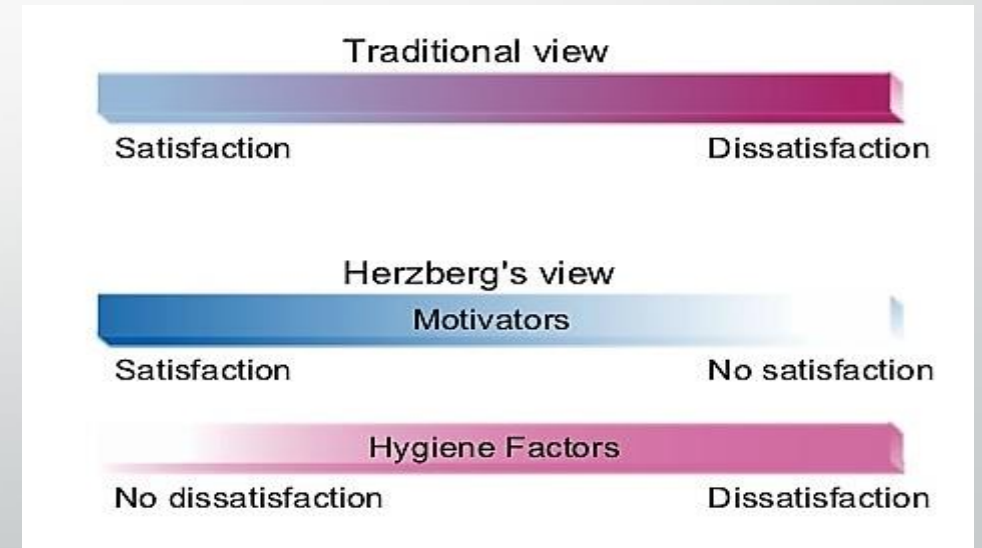
And it says there is nothing to do with satisfaction stage or point it should be started from dissatisfaction stage.

Hygiene Factors

- Payment Schemes
- Company Policies

Motivator Factors

- Job Interest
- Achievement



In an organization to make all employees motivated and satisfied the management must ensure that;

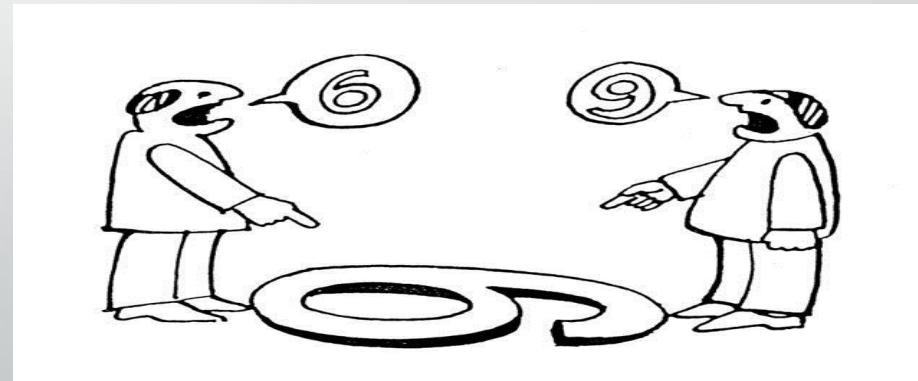
- ❑ Hygiene factors are completely come across with all employees where they don't get demotivated.
- ❑ Motivator factors are completely in active where it give chance to all employees to take challenge and to get them satisfied. This factor is only suitable for large scale businesses not for small scale businesses as they don't have many greater responsibilities.

In Kellogg's both factors are in practice where employees are always motivated with hygiene factors through good salary etc..... Apart from that the project works they follow allow all employees to get opportunities to show their talent in fulfilling them. This shows how the motivator factor work in Kellogg's

Perception

- Perception is a process or an act how a worker organize himself to his own view in the place he/she works.
- Simply we can say it's the stimuli which the employee react or perceives for whatever the organization provides.

So in some situations although the organization gives many motivation factors some may not willing to accept those in this case organization must work to make them happy to accept those.



How perception works?

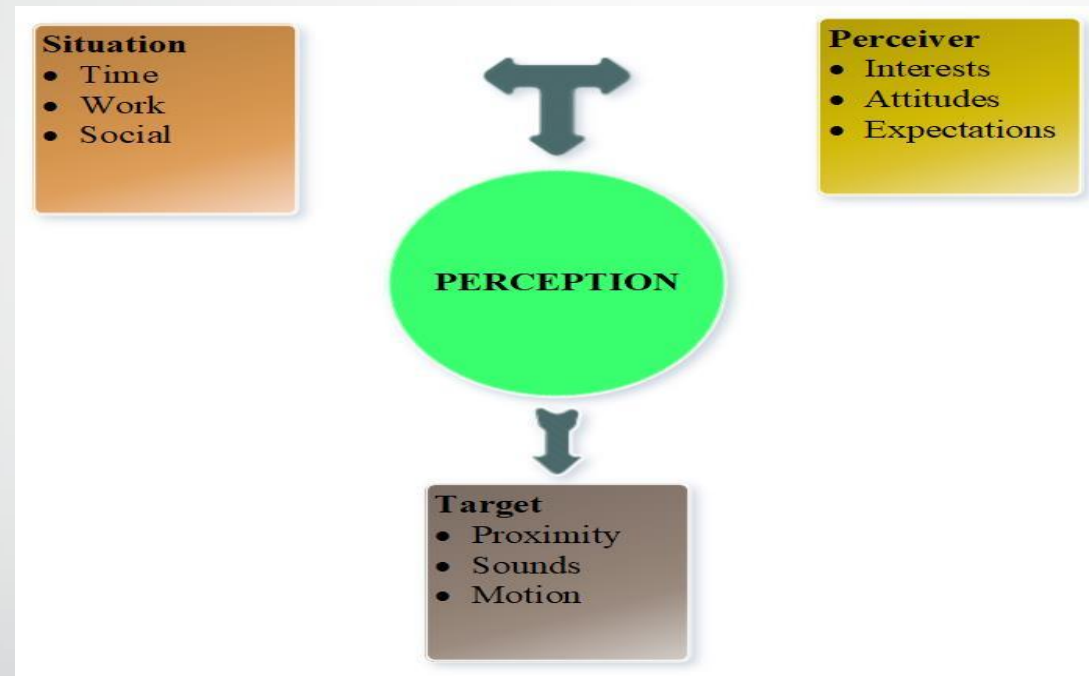
Sensation: refers to the immediate response of our sensory receptors (eyes, nose, mouth, fingers) to such basic stimuli as light, colour and sound.



Perception: is the process by which individuals select organize and interpret their sensory impressions in order to give meaning to their environment.

In an organization perception not only can be seen with employees but also in management. For example a manager may think the employee A is good in work as he finishes accurately but same employee could be seen slow by another manager.

Factors that come across with perception



Conclusion

By doing this presentation I got a vast knowledge about motivation factors. Also I got experience on working as a team and the responsibilities. As this report is based on Kellogg's company I learn about corporate business further I was able to compare multinational companies with national companies.

I am 100% sure that this report helped me to develop myself towards my future business career.

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Questions & Answers Suggestions

Thankyou!

