

Training and Development needs for a HR Officer

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Introduction

A well-accepted fact is that to make sure continuous improvement, productivity, and profitability in an organization and to ensure that the organization is successful in the infinite long run, the training and development of the employee is a significant Prerequisite (Cohen, 2017).

Starbucks is a multinational coffee house chain of American origin, and the organization has its headquarters in Seattle Washington, and considers the training and development of their employee as a root cause of success. This organization operates in more than 27000 all over the world and is considered the major representative of second-wave coffee which differentiate itself from the other coffee house chain in the world.

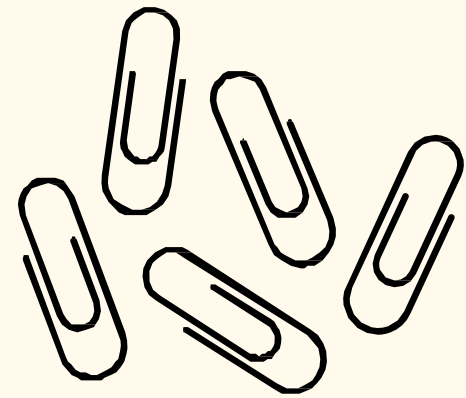


HR Professionals

HR professionals at Starbucks are a crucial and powerful tool to make an impact in the organization. The four Key points of HR professionals are:

1. Communicate with the employees very clearly.
2. Set a clear expectation.
3. Encouragement.
4. Review (Lanier, 2017).





KSB

Knowledge

Understanding of

1. What to do?
2. How to do it?
3. When to do it?
4. Where to do?

Starbucks Determine the need for a Training and Development program.

Skills

Practical Implementation of Knowledge of all the aspects from making coffee to serving it to the customer in an efficient manner.

Communicating skills, managing disputes, Digital skills, etc.

Behaviors

How do the personnel in responding to the given problem? Way of delivering the words, gestures, etc to the client, or another market intermediary of professionals.

Competence and communication

Good communication between employees and HR professionals leads to greater job satisfaction among employees. Starbucks employee is satisfied with the job and offers provided by them hence they also perform well in their job.

So the integration of knowledge, skills, and behavior robust the organizational performance (Kotamena et al 2020).



HR Professionals and digital era

Training and development play a crucial role in the modernization of the employees with the new technology. Digital transformation is the process of transforming business activities, operations, and outlooks to make the new technology beneficial for the organization (Fenech, Baguant, and Ivanov, 2019).

Starbucks offers a personalized mobile app for customer feedback.

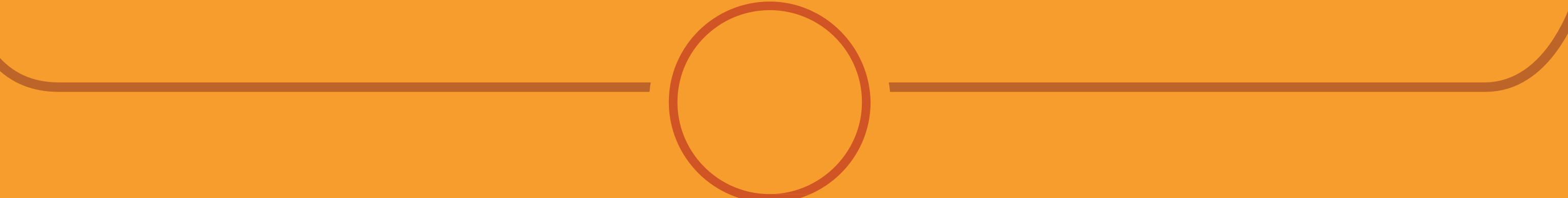




Need of Training and development

- Efficiency enhancement
 - Reduce Organizational Complexity
 - Match employee specifications with the job requirement and changes in job assignment (Sal and Raja, 2016).
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Effective Training and Development



Effective training and development of an employee increases the efficiency of the worker, reduces supervision, reduces wastages, optimization of available resources, less turnover labor, and union-management relations (Townley, 2019).

Starbucks uses the 70/20/10 approach for training and development.





Innovation

Starbucks introduced customer support and feedback mobile app, This Innovative work behavior can be influenced by innovation training, effective learning opportunities, and redesigned job roles. It enables the organization to be different from its competitors, by introducing good training and development programs (Sheeba and Christopher, 2020).

Being HR Professional at Starbucks

One has to take into account the usual work that prevails in the organization. Training and development are only input to the employees so that they can perform better in their workplace.

Analysation of the business need is necessary. Always discuss the training calendar with the business head, ahead of the program (Andreeva and Sergeeva, 2016).

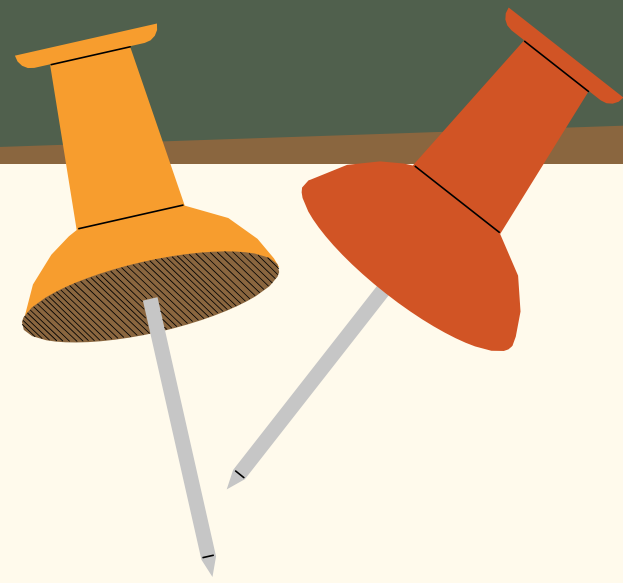


SWOT ANALYSIS



The SWOT analysis of the HR professional in Starbucks are as follows:

	<u>Strength</u>	<u>Weakness</u>	<u>Opportunity</u>	<u>Threat</u>
Area of concern of HR professionals	First mover advantages	Cost Maintenance	Business diversification	Competition with Tea company
How HR Professionals handle	s/he should schedule a better targeting technique to cover the wide range of targeted customers.	S/he can optimize the use of various resources with numerous analytical tools. This will cut the extra cost of the job.	To initiate their startup in various companies, Starbucks professionals can recruit employees from different cultures to reduce the cultural barrier between the company and customers.	In a few countries, demand for tea is higher than coffee, so this HR professional can give better training to their marketing employees to update them with new trends in the market to capture the customers.



Conclusion

An HR Professional at Starbucks ensures that employees are going back with some tangible learnings through their Training and Development program by conducting such a program at the time when the employees are free from their daily hustle.

Reference

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Appendix C

Personal Skills Audit

Name Dragos Alexandru Pata
Job role: Human Resource Officer

Please tick as appropriate to indicate how you would rate your skills in relation to the following work / functional areas.

	Very good	Good	Adequate	Little or no experience
Information Technology				
Use Microsoft Office Word		✓		
Use Excel spreadsheet		✓		
Use a Database		✓		
Use specialist HR software			✓	
Use the internet	✓			
Use e-mail	✓			
Use PowerPoint	Very good	Good	Adequate	Little or no experience
Communication Skills				
Drafting contracts of employment				✓
Taking notes of disciplinary hearings		✓		
Write reports		✓		
Produce material to support presentations			✓	
Delivering a training session	✓			
Resolving disputes/complaints			✓	
Interviewing		✓		
Advising on HR issues	Very good	Good	Adequate	Little or no experience
Problem solving skills				
Make good use of verbal reasoning skills, able to handle complex data and make selective use of information		✓		
Explore more than one solution in order to solve a problem		✓		

Consider the ideas of others to help solve problems	√		
Supervisory Management			
How much experience have you had in your role?	☐ < 1 month	1-3 months	> 3 months
How many people have you managed at any one time?	None ☒	1-5	Above 5

I declare that the information given in this form is true

Signed	Dragos Alexandru Pata
Date	20.08.2022