

Introduction in Modern Workplace

Assignment 2

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Moodle Name: Introduction in Modern Workplace

Moodle Code: LCBB4003

Assessment: Assignment 2 – Report and Presentation

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Introduction

The report demonstrates the contextual background of Kellogg's which the leading food manufacturing company in the UK is. The report focuses on several areas like leadership, group dynamics, and motivation. These areas may help an organization to achieve employee's confidence and trust. The report highlights the significance of motivation in improving business performance and identified team behavior.

Company Background

Kellogg's is a multinational food manufacturing company in the UK. The company mainly operates its services in America, London, and Europe. The food manufacturer has established high-quality brands for their customers like Bran Flakes, Nutri Grain, and Corn Flakes. The company also posts healthy food recipes on its official website to grab customers' attention and interests.

Kellogg's also offers caramel teddy bear treats and special gift vouchers to customers on festive occasions. This project outlines the goals and objectives of the chosen organization. Apart from this, Kellogg's spread huge awareness among people to shift towards healthier choices and purchase healthier products.

The company mainly offers healthy breakfast and tasty snacks to their potential buyers. The food manufacturer also owns noncereal brands like Pringles, Eggo, and Frosted Flakes. These companies often conduct a special K challenge that promotes quick weight loss in just 14 days. Kellogg's is well known for its high-quality cereals and breakfast foods.

The company is constantly competing with General Mills to become the largest breakfast Cereal Company in the US. The food manufacturers also provide nutritional advice to their customers. The company tries to create a pleasurable and memorable experience for its potential buyers. Kellogg's has won several awards for delivering nutritious breakfast cereals to customers.

Objectives and Goals

Setting the goals as well as objectives for business is very critical. Objectives and goals help the individuals as well as organizations in motivation that lead them towards great achievement and business destination (Dijksterhuis and Aarts, 2010).

Goals help in determining the broad direction and vision for the business plan. The goals of the business organization effectively align with the vision, culture, and mission by showing out certain actions. Goals show the general ambition as well as intentions of the Kellogg's. Goals help the business in determining marketing strategy, corporate culture, financial objective, and mission statement (Schank and Abelson, 2013). Goals of Kellogg's have abstract ideas, broad in nature, difficult in measurement, and valuable for setting business vision or direction for the long term.

Objectives are the measurable steps and precise actions that are taken by workers and organizations for achieving the goal. Objectives of the business have specific target that needs to be achieved within a certain time frame (Leiponen and Helfat, 2010). Objectives of Kellogg's are easy to measure, narrow in scope, have specific procedures, and are critically based on short or medium term goals.

Thus, the goals of the company focus on creating vision while objectives focus on achieving outcomes. The objectives of the business are concrete deliverables that help the business to determine the goal.

Objectives and Goals of Kellogg's

- Kellogg's aim at nourishing the lives of families so that they can effectively thrive and flourish.
- They aim at enriching and delighting the global world through better brands and foods.
- To effectively use cereal packing for communicating a balanced message to prospective consumers (Molloy et al.,2010).
- To produce a healthy balanced diet cereal and convenience food products for the consumers.
- To effectively introduce labeling on their cereal and related products so that consumers can make correct decisions based on the right balanced food.

- To become a trusted provider in the market with great tastes, safe and quality products/
- To encourage as well as support the physical activities among all segments of the population.

Importance of Business goals and objectives

- They give the ability to the company for monitoring their progress.
- It also helps the company to evaluate the performance of employees.
- They help in achieving quick growth by translating the success of business into workers' happiness. This in turn leads to increased growth and productivity.
- They help in increasing the financial returns by relatively understanding as well as evaluating the performance for making smart decisions (Yemm, 2012).
- It helps in beating the market competition by executing certain effective strategies.
- Goals or objectives help the company to motivate their workers for greater achievement.
- They also provide a benchmark that is very beneficial for the assessment and control of the business.
- They also give a sense of direction as well as purpose to all the organizational functions.

Steps involved in setting the company objectives and goals

Setting the objectives as well as goals for the business is considered as common practices that are globally shared by all businesses. Business executives set the objectives or goals for increasing the determination and motivation among workers (Al-Sarmi and Al-Hemyari, 2014). Through effective objectives and goals, a business can be put in the right track and direction as they provide a roadmap to the company for their future.

Tie business goals to the mission: The first process is to specify the mission statement of the company. Major Key phrases from the mission statement can be further used by the company for defining their goals as well as objectives. Through the flowchart, the company goals or objectives can be visualized for better understanding.

Use goal-setting: The business objectives or goals shows the positive outcomes but sometimes they are established for eliminating certain weakness and avoiding pitfalls. ACES method can be effectively used for setting the objectives and goals of Kellogg's (Hallahan, 2015). The team

focussed on achievement, conservation, elimination, and steer clear for setting the business objectives or goals. It aimed to achieve at least 25 storefronts for the company, providing a strong sense of enthusiasm and morale to workers, eliminating the unnecessary duplicate efforts, and creating a financial crunch.

Cover all aspects: At this step, all the organizational aspects are covered for attaining such objectives. The major aspects covered while establishing the business objectives and goals include order tracking, office management, and consumer preferences. It needs to consider the development, problem-solving, innovation, and profitability goals. Through problems solving goals, the company gets to address major issues like service quality and employee morale. Through development goals, workers can be encouraged for acquiring new expertise and skills (Stobart et al., 2015). Through innovation goals, workers can improve the major products and services of the company to become an effective producer in the market. Through profitability goals, the company aims at achieving its endowment.

Make final choices: At this step, business select essential five goals that are absolute for business success. Business objectives or goals need to specific, realistic, and sync with the mission statement.

Leadership and Management Behavior

Leadership is defined as an individual's ability to motivate others for achieving a common goal. On the other side, Management is concerned with monitoring and organizing business activities. Effective Leadership may build loyalty and commitment among staff members (Adler and Laasch,2020).

Inspirational leaders often promote creativity and flexibility among staff members. Successful leaders and managers mainly perform certain activities in terms of integrity and ethical standards. Both managers and leaders play a crucial role in the long term growth of the business.

Leaders and managers give utmost importance to professional standards and obey high principles. Managers often spend most of their time with staff members to identify their needs and expectations. They always look at problems from different perspectives and experiments with new things to enhance business performance. Successful leaders mainly offer rewards and financial incentives to their employees for hard work and dedication.

Leaders often establish reward and punishment systems for their staff members. On the other side, Managers are often considered good listeners and inspiring leaders for their staff members. The management team offers proper instructions and guidance to employees regarding new changes in business procedures. Both leaders and managers provide greater financial support to employees in complex situations.

Definition of Leadership

Leadership refers to individuals' ability to influence others' thoughts and perceptions. Good leadership may help employees to identify potential risks before it arises. Successful leaders are found in every aspect of society from politics to community-based organizations. An effective leader possesses a wide range of skills including strong communication, self-preserving, and creative thinking. Inspirational leaders are not afraid of failures and take the necessary risks to enhance business performance (Antonakis and Day, 2018). Effective Leadership mainly involves making complex decisions and motivating employees to accept change. Inspirational Leaders provide all necessary instructions and tools to employees for achieving corporate objectives. They have efficient management skills and monitors day to day activities effectively.

Great leaders try to stay calm and positive in stressful situations. Kellogg has mainly adopted a democratic leadership style to interact with customers and satisfy their needs. Leaders are capable enough to adapt their strategies and plans as per changing the business environment. They create an inspiring vision for their staff members and satisfy their needs (Ciulla, 2020). Inspirational leaders implement suitable tactics to improve customer experience and boosts sales collections. Leaders set clear direction and provide the right career path to their staff members. Leaders often used management skills to guide staff members towards the right destination. They try to spread enthusiasm and a sense of belongingness among staff members. On the other side, Transformational Leadership is another effective style that encourages employees to bring positive changes within the workplace (Chrobot et al., 2016). Leadership not only improves employees' performance but also enhance management procedures. Inspirational leaders develop a strategic plan to increase employees' motivation and confidence. Kellogg has also experienced leaders that motivate employees to build higher commitment towards achieving business objectives. The company has built a collaborative culture where staff members can easily share their opinions and experiences with other subordinates without any hesitation.

Definition of Management

Management is mainly concerned with monitoring business activities and developing a strategic plan for enhancing business performance. Management involves production activities, allocation of valuable resources, and directing group efforts for accomplishing common goals. Managers play a crucial role in the execution of the strategic plan. The main responsibility of the manager is to establish clear objectives and missions for their staff members. A good manager tries to build strong connections among staff members(Bashir and Farooq, 2019). Management is essential for optimizing operational efficiency and motivates team members. Successful managers often used key performance indicators to track team progress. Management often set suitable targets for enhancing business performance. The manager of Kellogg's makes sure that each employee is oriented towards achieving business objectives. There are different layers of management which are described below:

Low-Level Management: It mainly includes front line leaders, supervisors, and foremen. Low-level management is mainly responsible for evaluating employees' progress and offering proper instructions to workers regarding daily business activities. These managers offer clear direction to staff members related to work (Nadarajah and Kadir, 2016). Leadership &

Management ensure the quality of work and identifying employees' problems through appropriate channels. They are responsible for career planning as well as gathering valuable feedback from staff members.

Middle Management: It mainly includes a departmental, branch, and regional manager. Middle management develops strategic goals to enhance business performance. These managers spent most of their time in monitoring business functions. Middle Management formulates policies for lower management. These managers provide proper instructions to lower-level management for enhancing business performance. Middle management executes strategic plans under the supervision of upper-level managers.

Upper-Level Management: It mainly includes the chairman, board of directors, and vice president that takes the effective initiative to foster business growth. They hold the top position in the management hierarchy model. Senior management is ultimately responsible for the success and failure of a business (Ballard et al., 2005). These managers are mutually accountable towards shareholders as well as the general public for the sustainable growth of the business.

Difference between Management and Leadership

Leadership is mainly associated with the professional and personal development of employees whereas management is about controlling business activities. The main difference between leader and management is that leaders motivate staff members to build higher commitment towards organizational success. On the other side, managers ensure the proper utilization of financial and human resources. The things that make leader unique is an inspiration and ability to influence employees attitudes. Management is only concerned with the responsibility of equipment, advertising, and expenses.

Point of Distinction	Leadership	Management
Meaning	It is defined as the skill of influencing others' motivations and attitudes toward achieving a common goal.	It is an art of organizing and controlling activities. The managers ensure that resources are properly utilized.

Focus	Inspirational leaders motivate staff members to accept change.	Successful managers try to bring stability within the workplace.
Perspective	Good leadership provides clear direction to employees.	Managers have a short perspective.

Group and Team Behaviour

The group is defined as the integration of more than two individuals for accomplishing common goals. On the other side, the team refers to a group of individuals having different skills and abilities to pursue common objectives.

Diversity among group members may help leaders to find an appropriate solution for a specific problem. Teams are much better than the group as individuals share mutual accountability and cooperate for accomplishing common goals. If the team gets success, members feel more comfortable with each other. Successful teams may help Kellogg's to build trust and collaboration among staff members (Bennett and Lehman, 1998).

The company often encourages its staff members to take actively participate in the decision-making process. The main difference between group and team is that group members share norms whereas teams shared culture. The culture is built upon certain principles which are collaboration, compromise, and mutual understanding.

Team members often take extra work and build a deep commitment to achieving business objectives. Successful teams play a crucial role in boosting employees' confidence and morale. As a result, employees may become more accountable towards the positive and negative outcomes (Messmer, 2002). Group members often share their experiences and ideas regarding day to day activities.

Definition of Group

A Group mainly comprises more than two interdependent individuals that work together to attain a particular objective. People mainly join groups to clear their confusion and complete significant tasks. Individuals play multiple roles within a group. Under the group, the leader assigns roles to staff members based on their eligibility and work (Guala et al., 2013). Group leader makes sure that task is well understood among members. The leader also tries to create a friendly and comfortable atmosphere for staff members. However, intense conflict among group members hurts work efficiency.

When a group of people comes together, there is a major possibility of collusion. Group members often encourage each other to complete a specific project within a given period and avoid procrastination (Mischel and Northcraft, 1997). Group leaders try to assign equal roles and responsibilities to each staff worker and motivate them to work harder for attaining specific objectives. Some major characteristics of group behavior are described below:

Common Goal or Interest: Group members share similar ideas and opinions with other subordinates. For example, the marketing team of Kellogg's may form a group through the mutual interest of members. Group mainly showcase that each member shares a common goal. Effective groups may help Kellogg's to maintain good coordination with staff members.

Interdependence: Every group member is entirely dependent upon others to accomplish specific objectives. There are mutual understanding and unity among group members. The members work side by side on related tasks (Santos et al., 2015). Group members offer greater support to each other in a stressful situation.

Collective Identity: Groups mainly comprise those people that have similar interests and opinions. The members understand others' opinions and perform certain activities as per leader instructions. This will help the leader to prioritize significant tasks and maintain long term relationships with their members.

Stable Structure: Group leaders mainly establish a clear structure and well-defined goals for their members. This may help group members to clarify their goals and responsibilities with other subordinates. This may bind group members together and they will become highly committed to attaining business objectives.

Definition of Team

A team is defined as an association of more than two individual that regularly interacts with each other to accomplish a common goal. Team members are mutually accountable for their performance results. In a team, members mainly focus on achieving a common goal (Bezrukova, 2009). By building successful teams, Kellogg's may offer a better experience to customers and fulfill their demands. Some characteristics of successful teams are described below:

Social Cohesion: It mainly refers to the willingness of team members to work together to attain a common objective. Social cohesion implies that each member contributes their efforts towards team success. Under teams, members share an emotional and social bond and being sympathetic towards their feelings. Successful teams may build higher commitment and loyalty among staff members. As a result, employees are willing to work harder towards the success of the organization (Gren et al., 2020). The main factors that affect social cohesion are size, team success, and similarity among members. Similarity among team members may contribute towards team cohesiveness.

Social Loafing: It usually occurs when team members often blame each other for not completing specific tasks. Social loafing mainly arises when leaders do not evaluate employees' performance and do not provide proper compensation to employees. This may lead to frustration and dissatisfaction among employees. Thus, Kellogg's must monitor employees' behavior and attitude on a periodical basis. The company makes sure that each employee gets fair wages and work in a safe environment. Social Loafing may affect work efficiency and reduce labor productivity. If the manager is unable to deal with social loafing, then it may lead to a stressful environment for workers.

Collective Efficacy: Under this procedure, the team believes that they are capable enough to work together to accomplish common goals. There is a close correlation between job performance and collective efficacy (Guala et al., 2013). When team members achieve success, they are more confident and oriented towards achieving common objectives.

Difference Between Group and Team

The group is defined as the integration of more than two persons that coordinate their efforts. On the other side, the team refers to a group of people that share challenging goals and a common team purpose. A team allows better risk management and synchronization of individual efforts as compared to the group.

Point of Distinction	Group	Team
Definition	Individuals work together to complete specific tasks.	Persons sharing common team purpose and works towards attaining team success.
Leadership	Single leader monitors day to day activities.	There can be more than one leader under the team.
Members	The followers work independently.	Team members are dependent upon others to reach a common goal.
Procedure	Discussion, Decide, and delegating responsibilities.	Discussion, taking decision, and doing things.

Motivation and Perception

Motivation plays a significant role in improving employees' performance. For instance, Kellogg's mainly promotes their staff members through financial incentives, promotional opportunities, and conducting career workshops for professional development. Motivation may lead to higher labor productivity and boosts sales collections. In this way, the management team can easily achieve corporate goals and attain a higher level of output (Mahmoud et al.,2020).

Motivated employees put maximum efforts to attain business goals as compared to demotivated employees. Better performance may consequently reduce operational costs and optimizes operational efficiency. Employee motivation is the major key for long term growth of the business.

Motivation increases job satisfaction and improves employees' performance. Motivation may reduce stress and feeling of loneliness among staff members. As a result, firms may become more competitive and allow greater flexibility in business operations. Workplace motivation mainly increases employee engagement and workers are more passionate about achieving business objectives. It may help Kellogg's to attain success in the market.

Role of Motivation in the Workplace

Motivation is defined as an individual willing to work harder towards attaining business objectives. It is regarded as a powerful energy that drives enthusiasm and happiness among staff members. Employee motivation may lead to higher productivity and optimizes operational efficiency. Workplace motivation mainly involves recognition, clear expectations, valuable feedback, and accomplishing corporate goals(Dobre, 2013). For instance, Kellogg's motivate their employees through financial incentives and offering exciting holiday packages. The company mainly used Scientific management to implement a reward system for employees.

Improve Employee Performance: Motivation leads to higher labor productivity and enables employees to perform well. In this way, workers may able to utilize their time and valuable resources effectively. A motivated employee is highly committed to the proper utilization of resources (Cadwallder et al., 2010). Motivation is quite helpful in bridging the gap between employers and staff members. It may encourage employees to perform well and create a good impression in front of top-level managers.

Establish Supportive Working Environment: Motivation may lead to a stronger connection between superiors and subordinates. When employees feel valued, they offer a supporting hand to supervisors. Motivation may develop mutual collaboration between different functional departments (Shahzadi et al., 2014). It increases employee engagement and workers may build loyalty towards their job role. Workers may coordinate with each other to accomplish corporate objectives.

Introduce Change: Motivation may help Kellogg's to bring positive change within business operations. Motivated employees show less resistance towards change and puts best efforts to attain a possible outcome. Motivation may help managers to evaluate whether the change is successfully implemented or not. In this way, employees are cooperating in accepting change within the workplace.

Minimize Employee Turnover: Motivation creates higher commitment and confidence among staff members. As a result, employees may stick towards their job role for a longer period. Firms establishing strong culture enjoy less employee turnover and maintains a strong relationship with workers. Satisfied employees never leave their job and implement innovative ideas to enhance business performance.

Motivation is a complex process: It is often considered a difficult task for the senior management team. For instance, Kellogg's managers constantly find suitable ways to gain employees' trust and confidence. Some employees get satisfied with financial incentives while others with positive or negative motivators.

Motivational Theories

Maslow Hierarchy of Needs: This motivational theory mainly comprises five models of human needs. Abraham Maslow has introduced this concept in 1943 which implies that people should satisfy their basic needs before moving towards a higher stage. Kellogg's mainly used Maslow's theory to build a strong connection with employees. Maslow was mainly interested in knowing what makes people happy after they achieve their goals (Moore and Shatall, 2013). This five-stage model is entirely divided into two needs which are deficiency and growth needs.

The first four levels are considered as deficiency needs whereas top-level is regarded as growth needs. Deficiency needs arise due to deprivation. Maslow has stated that individuals must satisfy deficit needs before moving towards a higher level. When the deficit needs to get satisfied, our activities directed towards achieving the next level of needs. Once individuals have fulfilled growth levels, they can reach a higher level known as self-actualization. Every person is capable enough to become self-actualized (Dobre, 2013). However, Bad life experiences may enforce individuals to fluctuate between different levels of the hierarchy. Maslow has also stated that lower self-esteem hurts employees' performance.

Adams Equity Theory: John Stacey has established this motivational theory which states that organizations must offer fair treatment to each employee. Adams Theory maintains a proper balance between hard work and recognition. This theory ensures productive relationships between employers and staff members. Adams implies that employees often become demotivated when inputs are much greater than outputs. Inputs involve trust, determination, flexibility, and enthusiasm. On the other side, Outputs include responsibility, praise, reputation, sense of achievement, and advancement. Adams Equity Theory is very much beneficial for the personal and professional development of employees(Griffeth et al., 1989). As per Adam Theory, If employees feel unpaid, then it will lead towards a hostile environment within the workplace.

As a result, employees may not perform well and do not contribute their efforts to business activities. By adopting this theory, Kellogg's may establish a strong corporate culture for employees. However, Adams Equity Theory is regarded as a more complex motivational model. Equity has a deep impact on employees' attitudes and perceptions (Cadwallder et al., 2010). Thus, Organization must arrange special reward programs to boosts employees' confidence and morale. When employees find themselves in inequitable responsible, they feel distressed and frustrated. This theory may build higher commitment and trust among staff members.

Conclusion

The report concludes that Kellogg's is financially stable and holds a good position in the market. The report has evaluated the products and services of selected organizations. The report has examined that successful teams allow greater transparency and boost employees' self-confidence. The report has indicated that employee motivation is essential for achieving long term objectives.

Also I concluded objectives as well as the goals of the Kellogg's. It determined the relevance of such goals or objectives in the business that shows it helped the company in motivating their workers for greater achievement. We can see that in this report further explained the way objectives, as well as goals of the business, are established that showed effective objectives and goals that help the business to be on the right track and direction.

Leadership & management fosters business growth and improve employees' performance. The report has employed several layers of management and its implication upon employees performance. The report has discussed how good leadership may boost employees' confidence.

Team is much better than the group as team members may deal effectively with complex situations. This assignment highlights several differences between group and team. Team members are capable enough to identify potential issues before it occurs. We analyzed the major characteristics of the group and team.

I concluded in these report that employee motivation is crucial for the sustainable growth of the business. We also evaluated different motivational theories that help in improving employees' performance. And we analyzed the role of motivation within the workplace. Kellogg also provides a financial incentive to its employees for achieving the desired result.

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Appendix 1

Slides Presentation

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Moodle Name: Introduction in Modern Workplace

Moodle Code: LCBB4003

Assessment: Assignment 2 – Report and Presentation

Lecture's Name: Dr. Gregory Cowan

Introduction to the Modern Workplace

Introduction

- The presentation explains the background of Kellogg's.
- It determines the goals as well as objectives of Kellogg's.
- The presentation identifies the relevance of establishing the business objectives and goals.
- It examines the behavior of management as well as leadership in the Kellogg's.
- It also discusses the behavior of the team and group in the business.
- The presentation further explains the significance of perception and motivation in the organization.

Company Overview (Kellogg's)

- Kellogg's is relatively a multinational firm that manufactures the food.
- The company was founded on 19th February 1906. Will Keith has founded this American food company.
- It is a public company that is headquartered in Battle Creek, Michigan, US. Steven Cahillane is the CEO of the company.
- It majorly produces the convenience and cereals food that includes toaster pastries, vegetarian foods, frozen waffles, and crackers.



Goals and Objectives

- Goals are integral aspects of every business organization. A goal shows the larger purpose of the company for operating their business.
- Goals for the business can relatively be set in general for the particular employees, customers, managers, and departments (Litman, 2010).
- Objectives are related to some aspects that businesses want to accomplish over a certain time frame.
- The objectives of the company may be to maximize growth potentials, increase profits level, provide better quality products, and protect the business environment.

Objectives and Goals of Kellogg's

- Encourage as well as support the physical activities among all segments of the population.
- To increase the association between physical activities and Kellogg.
- To use cereal packs for communicating balanced messages to prospective consumers.
- To reinforce healthy lifestyle idea (Hallahan, 2015).
- To become a trusted provider in the market of great tastes, safe and quality products.

Leadership and Management Behaviors

- Leadership behavior shows the action as well as the traits of each individual in the business.
- The behavior of leadership is the process that helps in guiding, directing, and influencing and workforce for achieving the business goals (Tsai, 2011).
- Management behavior shows the modification in the business for maintaining the orders so that a good learning environment can be made for workers.
- The behavior of management in Kellogg's lies in meeting the responsibilities of their stakeholders, investors, and customers.

Behavioural Management Approach

- This approach relatively shows the relations of humans in the business while addressing their work dimensions.
- This behavioral approach of management shows a thorough understanding of individual behavior in the business like expectations, conflict, motivation, and team dynamics increasing the company productivity and profitability (Coleman, 2012).
- The behavior of individuals in the Kellogg's is influence by several factors that include their perception, attitude, gender, bias, culture, and attribution.

Group and Team Behaviors

- Team behavior helps in fostering the team spirit, improving internal processes, and increasing collaboration among individuals so that business and workers' efficiency can be increased.
- The major behavior of the team in Kellogg's comprises trust, conflict, accountability, and commitment.
- The group behavior in business follows the organizational norms and rules effectively for attaining the business goals (Mullen et al., 2012).
- The major features of group behavior in Kellogg's include collective efficacy, social loafing, and social cohesiveness.

Importance of Team and Group Behavior in Kellogg's



- It helps in establishing a common understanding so that the expectations of the individuals can be easily shared.
- It helps in developing the self-management aspects of the individual in the business.
- The behavior of the team and group in the business also helps in making a better judgment (Guala et al., 2013).
- This behavior also helps the Business to increase their profits and productivity by fostering the team spirit among several members.



Motivation and Perception



- Motivation is the most important factor because it helps the business to encourage its workforce so that their performance and efficiency can be enhanced.
- Motivation helps the Kellogg's to meet their goals effectively as motivation builds a kind of determination for achieving objectives among individuals (Herzberg, 2017).
- Perception is relatively regarded as an act that helps in apprehending, appreciating, discerning, and understanding the human sense.
- Perception helps the Kellogg's to examine the approaches of workers in the workplace so that their productivity can be enhanced.

Need Achievement Theory



- McClelland's has developed this theory in the year 1938.
- This theory relatively explains the motivation needed in the business for achieving goals.
- This theory shows that high achievers in the company chose the most typical task while low achievers chose an easier task in the business.
- This need achievement theory highly focuses on the three needs of the individuals that include achievement, power, and affiliation.

Conclusion



- The presentation concluded the background of the Kellogg's.
- It explained the goals as well as objectives of Kellogg's.
- The presentation identifies the relevance of establishing business objectives and goals.
- It examined the behavior of management as well as leadership in the Kellogg's.
- It also discussed the behavior of the team and group in the business.
- The presentation further explained the significance of perception as well as motivation in the organization.

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Thank You

Appendix 2

Speech presentation

Kellogg's market such food products to several brands like Corn Flakes, Eggo, Frosted Flakes, and Pringles. The mission of the firm is to encourage the families so that they may effectively flourish and thrive. The products of the company are relatively manufactured in a total of 18 countries and their goods are marketed in more than 180 countries all over the global world. This is the leading producer of convenience food and cereals in the global world. In the year 1994, this company started selling its products in India. The product lines of the company include cookies, crackers, cereals, water, frozen foods, and snacks. The major success factors of the company include their purchasing power, distribution, product development, and market research. The competitors of this company are JM Smucker, Nestle, Conagra Foods, and General Mills.

To effectively use the cereal packing for communicating a balanced message to the prospective consumers. To produce a healthy balanced diet cereal and convenience food products for the consumers(Schank and Abelson, 2013).To effectively introduce labeling on their cereal and related products so that consumers can make correct decisions based on the right balanced food(Molloy et al.,2010).To become a trusted provider in the market with great tastes, safe and quality products.

Business goals and objectives are vital aspects as they provide a certain direction to human beings as well as it also promotes the actions of individuals in the business to achieve the desired outcome (Al-Sarmi and Al-Hemyari, 2014). Business goals are neither specific nor they show clear actions. They are just the broad outcome that Kellogg's aims to attain.

The company aims at achieving sustainable growth in the market. It also aims at global expansion for their convenience foods and cereals (Stobart et al., 2015). Kellogg's objective lies in increasing the growth of its cereal business.

The behavior of the leadership in Kellogg's shows the strategies and actions for increasing their operational effectiveness. The behavior of management in Kellogg's helps them to address the issues of workers so that their productivity can be increased (Yukl, 2012).

The behavioral approach to management helps in manipulating the environment so that the probability of target behavior can be properly adjusted (Rhee and Choi, 2017). This approach highly focuses on human relation and their well-being in the business. This approach helps the Kellogg's to create certain conditions so that workers can be motivated and satisfied.

The group as well as team behavior is very crucial in business as it helps the workers to communicate their opinions while sharing their ideologies and respecting opinions. The behavior of team and group in Kellogg's also helps in creating a good business environment that leads to low turnover, increased profitability, and productivity (Turner, 2010).

The team as well as group behavior in Kellogg's influences the common rules, norms, procedures and conducts including acceptance of individual behaviors (Kang, 2011). The group and team behavioral conduct are extremely crucial in Kellogg's for achieving the business objectives, reducing cost, and increasing profits.

Motivations as well as perception are the most crucial psychological factors that help in influencing the behaviors and decisions of the individuals. They are the basic root of individual behavior and choices that attaches great social and personal importance in understanding them (Broadbent, 2013).

Power needs: This need has an immediate impact on the individuals and this also influences their desires for bringing changes. This need for theory results in ultimate satisfaction among humans.

Achievement needs: This need helps the workers to achieve their organizational goals by striving to succeed at each level. Workers in the Kellogg's have high achievement needs that help them to perform the business task within time.

Affiliation needs: This need for the theory aims at maintaining as well as establishing friendly relations with other organizational members.