

Assignment 2

Managing people

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INTRODUCTION

Employee engagement is the term which is used in organisation in order to engage the workforce with in the company. In companies the management uses the varied techniques to engage the workers so that it increases the stability of the employees in the company, this methods is proceed in many organisation (Hanif, , and et. al., 2020). It plays a important role in company, to manage the workforce and make them satisfy with their job roles in the venture. In this report considering Samsung company which is south Korea based company deals in electronic accessories, automation, automation, and many other items. The company was founded in 13 January 1969. the report will cover the concept of employee engagement and further it will explain the various tools of engaging employees with in the company.

TASK

Background of the consider company .

The considered company is Samsung, the company deals in electronic items, automations, mobile, house hold items and many others items, the organisation serves services in worldwide. The brand is well recognised and it has a high competitive advantages in the global countries. The company is group of south Korean multinational manufacturing and its headquarter is in Samsung town Seoul, it has a highest global brand value. It was founded by Lee Kyung chug in 1938 as a trading company. The brand is diversified in various areas, in 1960 the company entered in the big electronic industry. It creates a several electronics related divisions like Samsung electro mechanics, Samsung corning and Samsung telecommunication. The first product of the company is black and white TV. The company is consist a large amount of employees in the company, its has varied branches in whole worldwide and every branches has huge amount of workforce. In recently the company has faced the issues due to covid 19 the management has to reduce the amount of workers because of pandemic the company gets a loss in revenue. But they constantly work on engaging the employees with in the industry (Hoe, , 2021).

Explain the concept of employee engagement:

Employee engagement is the concept which is proceed by the human resource, this describes the level of enthusiasm and dedication a staff feels towards their occupation. An engage workers are more likely to be productive and higher performing in firm. The management can maintain this by having an effective communication, offering rewards and provide them an opportunities for growth. Employee engagement can be crucial in order to attain an company objectives. This plays a huge role in company so that the company can rise the employee stability and grow their productivity. It is more likely to be more productive and progressive for production activity. It is beneficial for both the company and worker, as it increases the ability of the workforce that will be beneficial for future and in company it gives benefits as enhance the creativity and productivity that helps in setting the goals and understand the consumers and market place (Todd, , and et. al., 2019).

It improves an emotional connection of the workforce in order to their jobs and company, it majorly concentrate on working towards their company objectives. Whereas the concern may explains this concept as per the desires and requirements, the basic classifications of an engaged workers are as they know their duties and responsibilities with in the institution and how they have to perform effectively. This kind of workers are loyal to their managers and company, They are motivated towards their jobs. It consist a different types of drivers which is explain below.

Value and purposes - the study of analysis shows that 85 % of employees feel engaged with their jobs when its aligns to the brand value. Designing the mission and business proposition is important for

connecting with their workforce. Not only does this give a clear image in which the managers all work towards, a person will feel a part of company broad planning. Create a concise content that workers and upcoming selection can link to, connecting it into the workers communication and goal setting practices.

Mental and physical well being - As awareness for mental health continues to rise, wellness in the work space has become a highest ranking company. The most common reason for stress and mental sickness is heavy workload. Many of people are struggling to maintain balance between personal and working life. It is essential to ensure workers are not under pressure. However, the member should take inspiration from new French law. In terms of Samsung, the companies are now forming a groups that workers can contribute to their workplace surroundings. For office bound employees that means all things from in office yoga and nutritionist to standing desk and walking meetings and many others so that employees can feel engaged with in the workplace.

Fairness and safety - interrelated with previous discussed topics, workers requires to be respected, specifically by their subordinates and seniors. Fair treatment considers a ratio of indicators from pay to workload to progression. For alternative shift employees their should be flexible working hours. In extent of Samsung, the company makes a fair policy which is beneficial for workers and company, they should treat every employee equally with In the company.

Learning and development - the company should organise the training and development program so that the employees can improve their skills and ability of working in the company. In extent of Samsung, the company organise a training sessions for workers and provide them a sources that are updated and automated that makes the work more easy (Mantle,. and Lichty, 2019.).

Working environment - the management should take care of making the environment more positive and healthy working environment in the company, so that they can feel safe and secure with in the organisation. It is important to keep the environmental friendly organisation for workforce it creates a bond and families to the workers with the organisation. In case of Samsung, the company keeps their surroundings healthy a and calm. It is the duty of administration to have a good and working atmosphere in the company.

justify different diagnostic tools to measure engagement

It helps in measuring the effectiveness and interest of the employees in the concern, the company constant Implements a varied practices to engage the man power in the organisation by including their Interest and many other factors, these all are done with the motive of encouraging them and make them satisfy with their job roles in the company. The management organised a various program to motivate their workforce such as rewards, appreciation, promotions and many

other factors that motivates their employees. The human resource team and management measures the performance then provides them then they promote them. There are various methods to measure a performance of the employees engagement that are described in below (Griffin, and Griffin, 2019).

Employee survey - it is the most commonly utilised tool for measuring workers engagement in order to get feedbacks on worker and dimension. The most effective examination can be filled out and suggest nameless which rises engagement ratio and permits for more honourable consequence from employees. In case of Samsung, it helps in having a clear image of company atmosphere and trends. It gives a transparency in employees performance and satisfaction.

Human resource tools - during surveying once or double time in a year . It is compulsory that company should periodically takes a survey with in the company so that they can satisfy the employees . In extent of Samsung, the method helps in increasing accessory timely resume with various software program that can collect and course workers engagement.

□□ **social media** - in current era social media greatly assist in enhancing the business. It help in promoting business through their websites and makes the base of communicating with their employees easily through mails, messages and many other social sites. in case of Samsung, the company can measure workers sentiment by monitoring glass door ratings and feedbacks. An internal social media network. Such as the organisation intranet that permits workers to post thoughts and engage in conversation is also useful. This provides administration an opportunity to understand their groups and gets thought that could be beneficial for company.

Exit interviews - this is done by the human resource they ask the right question with the workers in order to prioritise the expertise employees in their workplace, in order to Samsung company, the management takes and communicates with their workers so that they can have a positive and skilled workforce in the company (Jean, ,and et. al., 2021).

Having benefits of employees engagements - Manpower life cycle refers to levels followed by workers during their working hours, which being with hiring, acquiring and on boarding actions. Through various levels of the workers experience the person can constantly gather the Information and feedbacks and construct employee engagement sessions to rein force the value proposition of company brand and trend. In order to Samsung the company continuously lookout on the performance of the man power in relation to increase the productivity of the workers.

However, the company has already taken a steps in order to prevent their employees from the chronic pandemics . The managements of the concern has taken as steps like they provided their systems to their homes and give them a work from homes and flexibility in their shifts, they have making the laws

regarding the safety from covid they have implemented a various steps like mask and social distancing etc. the administration of the organisation keep themselves upgraded with the current technologies and automations that are beneficial for company (Venkataraman, , 2021)..

Constructs an employee value proposition from the ideas and analysis previously covered, including strategies to raise levels of engagement.

Employee value proposition is the concept which defines the value a company offers to workers in return for the value they bring to the organisation. It is beneficial and rewards offered to workers in return for their commitment as well as the ability workers have with them. It is important part to human resource process, as it tells the members why they should apply for a job with the organisation and what's in it for them. It is also great instrument for confining ability and companies with strong EVP basically see high keeping ratio among all their quality workers. It contains a 5 key factors of an employee value proposition that are as

1. compensation
2. work life balance
3. stability
4. location
5. respect

the above listed points are related to the human resource activity all factors states that this model is all about to hiring and selection process. The model helps in analysing the activity of the man power. The various strategy that enhances the employee engagement are listed in below (Helgadóttir, 2018) .

Increase transparency - it is not OK to work behind the back of company, the workers will become more engage simply by understanding the value of their leaders. It assist in making the workplace more better.

Emphasise respect - this approach is all about the individual value that each person brings to the organisation. An engaged employee is one who keeps desire to lead their team with their ideas. This is the best method of controlling team.

CONCLUSION

From the above report it is concluded that employee engagement is the essential in the company, so that they can feel families and stress free with in the workplace. The considered company Samsung, makes a efforts to engage the employees constantly it gives advantages in increasing the stability of workers, they uses a various to measure a employee engagement, that are discussed in above report these techniques of measuring employees engagement increases the

productivity of the workers. The company gains a various advantages by engaging the workers in the company.

REFERENCES

Books and Journals