



BMSK5002: DEVELOPING RELATIONSHIPS AND WORKPLACE ACHIEVEMENTS

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The background is a blue gradient with decorative white circuit-like lines in the corners. The lines consist of small circles connected by straight lines, resembling a stylized electronic circuit.

NUCLEAR DECOMMISSIONING AUTHORITY

Developing a motivated workforce

QUESTIONS

1. How would you describe NDA's style of people management? On what assumptions about employees is this based?

- NDA does not directly manage the UK's nuclear sites. Achieving their maximum goal depends on the people that work there.
- NDA holds investors in people status, which shows that the organization looks after the needs of the employees.
- NDA recruits and retains highly skilled and talented staff, the organisation continuously ensures to motivate their employees' needs. e.g. GCSE science students
- Offer specialized training courses.
- NVQ, apprentices and sponsorship of university students.

Based on the assumptions about the employees NDA follows the Douglas McGregor XY motivational theory.

Theory X: people dislike work, need discipline and do not want responsibility (Taylorist approach)

Theory Y: people want to work, self-disciplined and seek responsibility.

2. How does NDA apply theory to practice in the management of staff motivation?

- According to Frederick Herzberg's theory the company offers pay and conditions that are in line with similar private sector industries.
- Piece-rate i.e. an amount received for every item produced.
- Commission payments which rewards staff for achieving sales.
- Performance related pay which rewards employees who achieve the agreed targets and that trigger additional payments.
- Training and development.
- Holiday and fringe benefits e.g. health insurance, generous leave and a good working atmosphere.

4. To what extent do you think motivation can form the basis of competitive advantage in attracting future employees?

- A motivated workplace enables people to be trusted and take responsibility.
- It builds teams of people with common agreed goals.
- Develops self-belief.

Therefore a motivated organization such NDA will be more competitive within the industry by:

- According to Abraham Maslow's hierarchy of needs a potential employee would be able to achieve self actualization and self fulfillment with the goal of obtaining employment with such motivated firm.
- Attracting higher levels of engaged and skilled workforce
- The workforce would be extremely interested in working for the company because of NDA's long-term investments such as training and welfare provisions (pay, rewards, health insurance, employment contracts, job security etc.).

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU

ANY QUESTIONS?