

Managing People

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Introduction

We can boldly say that the ability to manage people is an art that requires personal dedication. But not every specialist in this sphere is a born manager, and at the same time, not every manager knows how to communicate well. In today's global world, organizations are not only put but, they are often international and multicultural. It is understood that the smooth and efficient functioning of the communication processes is of great importance for an organization, as well as to comply with the specific legislation. The communications in a company must follow its human resources management policies, as well as its strategic and market objectives and its management.

The key to the success of a company is the level of awareness of its members. When members of an organization are united, they clearly understand each other's goals. They are convinced of how their collective efforts, abilities, and achievements contribute to the development and better level, not only to the defined group but to the whole organization. The strength of each manager to keep himself and others informed is one of his main tasks. Very often, this is associated with several difficulties. Misunderstandings can occur even in a conversation between two colleagues, especially if one does not listen in depth to the other or try to understand his point of view.

The larger an organization, the higher the challenge of reliable communication. Interestingly, in most companies, broadcasting from the last administrative level to all other levels is not that difficult, but it is much different when we want to get feedback. For most companies, people are the most challenging. Since intelligent internal communication can help a great deal, any company should understand not only how to attract new talents, but also how to keep them and make the most of their work. In this regard, we can determine the management of human resources, such as a strategic, integrated, and coherent approach to the development, employment, and wellbeing of employees in an organization. (Armstrong, 2017)

Strategies of the organization in the field of human resources management.

In the short and medium-term, human resource management is generally perceived as operational management and, in the long term, as strategic management. To distinguish between the strategic and operational management, we can also use another criterion, and this is the level at which decisions are taken to manage employees in an organization. Or, in other words,

the activities of high-standing employees in an organization managing their employees, as well as the development and development of functional strategies that are necessary to achieve the long-term objectives of the Organization. From human resources management in an organization, we have the following procedures:

- A strategy for hiring and releasing workers to streamline production. It is crucial to optimize the number of workers, as well as the creation and use of various tools and methods for the selection and recognition of new workers.
- Human resources development Strategy. In this case, our primary goal is to increase the education, qualification, and retraining of the workers, as well as their motivation.
- The payroll strategy pays attention to pay systems, uniform distribution, additional bonuses, and employee participation in profit distribution.
- The system of interaction with employees and organizations identifies different types of labor conflicts, both individual and collective. It is also attracting employees to the government.
- The latest strategy is for the efficient use of the workforce. It focuses on motivating workers and improving the organization of work. (Marchington, 2012)

Marriott International

In this report I will present the world's largest hotel chain Marriott International and its human resource management strategies.

Marriott International is an American multinational company in the hospitality industry. Established in 1927, it is the third-largest hotel chain in the world. It includes 30 different brands with 7003 properties in 131 countries worldwide. In 2020 Marriott International was placed on 38 places for the best employer in the world according to the Ranking of Fortune. (Fortune, 2020)

As an international company with around 176 000 highly qualified employees from all over the world, the Human Resources Management Department occupies an essential role in recruiting candidates, training them, and providing a secure working environment. It is necessary for the company to treat employees at the highest possible level. One of the main philosophies of Marriott is: If you treat your employees well, they will process your customers well, and they will come back to you. For this reason, more than 85% of the employees

believe that the company is an excellent place for work at an average level for the United States of 59%. Even now, when the crisis with the COVID-19 virus has frozen tens of thousands of jobs, the company is trying to be sympathetic to its employees. Executive Director Arne Sorensson has given up her salary for this year. Many executives have announced that she will shorten her wages in half to ease the financial burden of her employees.

Communication.

1. Nature and tasks.

We all know that an organization that has loyal employees has a huge advantage over its competitors. Unfortunately, there are not many companies that enjoy achievements in this regard. For many managers, it turns out to be extremely complicated to build a team that is ready to give all of itself in pursuit of the company's goals. In most cases, the reason for this is in the bad or even missing internal communication.

Employees are one of the most valuable assets of a company. Their productivity is usually equal to their motivation. And their motivation depends not only on the remuneration. Often, it depends on the trust of the employees to the management, their interpersonal and inter-team relationships, their awareness of the present, and the future of the company. One of the typical problems in a company is the messages of leadership that often get lost along with the downstream. The intrigue also very loaded the relationship. And since quality footage is challenging to find and retain, the Marrion focuses on internal communication to improve employee motivation. In this sense, we can say that the success of the company is strongly influenced by the quality of its interface. In the case of adequately designed communications, it is possible to motivate employees to create cooperative relationships, oriented towards solving everyday tasks and to continue to deal with existing conflicts. Mid-level managers and top managers are further motivated by the fact that without proper communication, it is difficult to achieve economic efficiency.

For internal communication began to speak out from the middle of the last century. We start to introduce meetings-briefings, to which managers inform their employees and transmit essential messages. We can say that the role of the managers is changing. They are already actively looking for the opinion of their colleagues and not waiting for someone to address them with questions. Nowadays, managers are not commanders. They are leaders who motivate people to give their best. Effective communication has become an essential

factor in improving company performance. As a company with a considerable number of employees, Marriott relies very much on internal communication to convey information about its goals and the surrounding environment. Suitable ways to reach all management solutions to employees are sought.

2. Main functions of communication in the company.

What are the so-called essential functions of communication? First of all, they need to be informative, managers, and employees need a considerable amount of information to make decisions, to work effectively, and also to fix the conflicts that have arisen. We also have a regulatory function through which managers control the transmitted information. Through organizational communications passed on to employees helps them to focus on the tasks that need to be accomplished. Connections also need to convince. Managing an organization, managers quickly discover that the desired control is not always achieved through power and authority. Using the methods of persuasion, managers push the goals of the organization to all levels. The integrating functions of communication help to identify personalities that help to develop the organization and to remove those who interfere.

3. Objectives of communication.

Research shows that the most important goals of communication in a company are to keep the good atmosphere of work between managers and employees. To inform employees about business promotions or internal reorganizations also occupies a certain place. An important objective is to explain the compensation and insurance plans or new health care programmes. They also help to understand the company's goals and guidelines, to change attitudes towards entrepreneurship, higher quality work and greater productivity. Finally we have to mention the encouragement of employees for public activities. Especially for this case I would like to give the following example. One of the luxurious brands of Marriott International, stimulates their employees outside working hours to volunteer for public or charitable organizations, and the time spent is paid by the company.

Strategies for management through education.

Realizing that to attract several employees, a lot more things are needed than good wages, Marriott International conducted various training for his employees. Every good employee has a desire to develop, caring for people who are hungry for knowledge contributes to the maintenance of high-level specialists in the company. She even maintains her university. Usually, one of the

major of the big companies is that the employees who educated in the company itself feel much more connected to it, accept the successes, and, as something personal and feel part of this company even when they leave it. There are also opportunities for trips around the world as the company has hotels and resorts in almost all world employees and can easily choose new places to live and work. This allows them to get acquainted with new cultures, learn new things, create new contacts. Various online programs are also designed to facilitate the training of those who wish to train without interrupting their work. At the same time, it creates an opportunity for the company's managers to recruit new talents. (Marriott, 2020)

Conclusion.

Personal strategies in human resource management help organizations to be more productive and are an integral part of employee engagement. Through them, it is possible to encourage even those employees who are currently unable to get the desired promotion. Or negative situations to use and become an incentive to achieve successful results in the future. At the same time, without successful strategies, even in the presence of excellent conditions for the development of employees and the company, disastrous results can be obtained.

The best investment for any company is people. Every employee must give due and personal attention. By following strategies in human resource management, this is easy reachable.

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