



Impact of lack of diversity on customers at Waitrose

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Table of Contents

Introduction 3

Analysing Information 4

Implementing the solution 4

Monitoring and review techniques 6

Conclusion 7

References 8

Introduction

Problem-solving skills are essential in any workplace, and companies face complex problems that require lots of hard thinking to find effective solutions. Employees who can solve problems efficiently can save time and money for the company, and this skill is vital to the growth and success of lots of companies.

Background of the organization:

Waitrose is a British supermarket chain that is part of the John Lewis. The supermarket chain is known for its high-quality products and customer service. Waitrose has over 300 stores in the United Kingdom and employs more than 60,000 people. Waitrose is one of the biggest supermarkets with competitors such as Sainsburys, M&S, Morrisons and Tesco.

The problem:

Waitrose's lack of diversity in its workforce is a significant problem that impacts its customers. The lack of diversity in the workforce means that customers do not see themselves reflected in the company. This has led to a decrease in customer satisfaction, which has affected the company's profits.

The lack of diversity in the Waitrose workforce is a problem that affects the entire company. Waitrose's customer base is diverse, and the company needs to have a workforce that reflects this diversity. However, Waitrose has a mostly white workforce, which does not represent the diversity of its customers. The lack of diversity in the workforce is evident across the whole of the business. So to change this is business has to make lots of big changes so that everyone has equal opportunities and so they attract people from different backgrounds.

The lack of diversity in the workforce has a significant impact on Waitrose's customers. Customers are more likely to shop at a store where they feel welcomed and valued. When customers do not see themselves reflected in the company, they are less likely to shop there. This has led to a decrease in sales for Waitrose. Additionally, the lack of diversity in the workforce can lead to a lack of innovation and creativity, which can also affect the company's profits. The lack of diversity in the workforce can also lead to a lack of understanding of diverse customer needs, which can affect Waitrose's ability to provide exceptional customer service. If Waitrose cannot fix this issue quickly shareholders may sell as they might not be confident in the future of the business.

Analysing Information

To identify the possible causes of the problem, I will use a Fishbone diagram. This tool helps us understand the cause-and-effect relationships among different factors. The possible causes of the lack of diversity in Waitrose's workforce include recruitment processes, limited outreach and workplace culture.

After looking the information and data collected, we found that the recruitment processes used by Waitrose are the root cause of the problem. The recruitment processes used may not be diverse enough, which limits the diversity of the applicants. This leads to a less diverse workforce, which has led to decreased customer satisfaction and sales.

The SWOT analysis helps us understand the strengths, weaknesses, opportunities, and threats of Waitrose. The lack of diversity in the workforce is a weakness, and a more diverse workforce can lead to increased customer satisfaction and profits. It is a good way of seeing the positives and negatives in a easy way and then be able to see what they should focus on and what not to spend to much time and money on. The lack of diversity is the biggest weakness that Waitrose currently faces and later on I will explain how Waitrose can put in place a plan to tackle the issue.

We identified three alternative solutions to the problem diversity training for recruiters, diversifying recruitment channels and targeted outreach to diverse communities. These solutions can help promote diversity in the recruitment process and attract a more diverse pool of candidates. This will hopefully mean that with a more diverse amount of employees customers will more likely see themselves when shopping and see that Waitrose is welcoming of people from lots of different backgrounds instead of what might be just people from white backgrounds at the moment.

Implementing the solution

To implement the chosen solution to address the lack of diversity among customers at Waitrose, I will use the ADKAR model. The ADKAR model has five stages, including Awareness, Desire, Knowledge, Ability, and Reinforcement. Each stage represents the steps that individuals need to take to adopt a new change. By using the ADKAR model, we can ensure that the plan addresses each stage of the process.

Awareness:

The first stage of the ADKAR model is awareness. We will create awareness among employees by sending out communications to all employees and holding a company-wide meeting to explain the reasons for the diversity training and how it will benefit the business.

Desire:

The second stage of the ADKAR model is desire. We will achieve this by explaining the benefits of diversity training and making it clear that diversity training is mandatory for all recruiters and will be included in their annual performance evaluation.

Knowledge:

The third stage of the ADKAR model is knowledge. We will develop a comprehensive training program that covers topics like diversity and inclusion best practices and interviewing techniques.

Ability:

The fourth stage of the ADKAR model is ability. We will provide employees with opportunities to practice what they have learned during the training. We will also provide ongoing support and coaching to employees to help them apply what they have learned in their day-to-day work.

Reinforcement:

The final stage of the ADKAR model is reinforcement. We will incorporate diversity and inclusion practices into our HR policies and procedures. We will also measure the impact of diversity training on our recruitment efforts and customer satisfaction to reinforce the importance of diversity and inclusion in the workplace.

To ensure successful implementation of the diversity training program for recruiters, we will use a Gantt chart to plan and track the project. The Gantt chart will include a timeline of the project, a list of all tasks required to complete the project, the dependencies between tasks, key milestones, and the resources required to complete each task.

To ensure that stakeholders are aware of the diversity training program and understand its importance, we will develop a communication plan. This plan will identify the stakeholders, map out stakeholders according to their power over our work and their interest in it, and

Monitoring and review techniques

Monitoring and reviewing the effectiveness of solutions is crucial to the success of any organisation. Waitrose can use various techniques to ensure that the solutions implemented to address the lack of diversity among its customers are successful.

One technique is to track milestones. Milestones are specific events or deliverables that signify the completion of a phase of a project. By tracking milestones, Waitrose can determine whether they are on track to meet their goals or if they need to make changes to their plans. It will help in making sure that Waitrose is focussing and are on pace to achieve their goals, they can see if they are falling behind to then know what to focus their time and money on and what they are doing well on to not focus as much on.

Another technique is to use the ADKAR Gap model. This framework helps companies track the progress of change initiatives by measuring the gap between the current state and the desired future state. The ADKAR Gap model has five stages, which are awareness, desire, knowledge, ability, and reinforcement. Waitrose can use this model to identify areas that need improvement and make necessary adjustments to their implementation plan.

Feedback can also be used to monitor and review the effectiveness of the solutions implemented. Waitrose can obtain feedback through customer surveys or feedback forms. The information obtained from these surveys can help Waitrose identify areas that need improvement and make necessary adjustments to their solutions. Waitrose can check in with their employees more often to make sure that they feel that Waitrose is doing the right thing and taking the right steps to make sure that they are becoming more diverse and are constantly making improvements.

Waitrose can use a balanced scorecard to track and manage its performance using four perspectives: financial, customer, internal business processes, and learning and growth. By tracking its performance using these four perspectives, Waitrose can ensure that it is making progress towards achieving its goals and can make necessary adjustments to its strategies if needed. This will be good because it will make sure that Waitrose stays on track to achieve their goals and in this case become more diverse and have a more inclusive and varied workforce.

Conclusion

The lack of diversity among customers at Waitrose is a big problem that can impact the companies in many ways. To solve this problem Waitrose needs to use problem-solving skills such as root cause analysis and situational analysis to identify the root causes of the problem and develop alternative solutions. Waitrose can use techniques like PESTLE and SWOT analysis to help with this process.

Once Waitrose has identified alternative solutions, they can evaluate and select the most appropriate solution. Waitrose needs to develop a plan that includes clear milestones and deliverables and they can use the ADKAR model to manage the change process and ensure that stakeholders are engaged and informed throughout the implementation process.

Monitoring and review techniques are also essential to ensure the successful implementation of the chosen solution. Waitrose can track milestones, use the ADKAR Gap model, implement a feedback system and use a balanced scorecard to help with this process. These techniques will help Waitrose ensure that they are making progress towards achieving their goals and can adjust their strategies if needed.

This is a problem that Waitrose needs to take seriously as it means that customers don't have the best experience possible and will often go to another supermarket instead of theirs. If Waitrose can solve the problem they can get more business as customers will rather go to them than others. It is a difficult problem to solve and may take a bit of time to set up but is more than possible to achieve.

In conclusion, addressing the lack of diversity among customers at Waitrose is a complex problem that requires the application of problem-solving skills, effective communication with stakeholders, and the use of monitoring and review techniques. By using these techniques, Waitrose can make progress towards achieving its goals and continue to provide high-quality products and services to its customers.

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