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Kellogg Company

Model of the Modern Workplace

Content

- ☐ Background and Project of the organization
- ☐ Goals and objectives
- ☐ Leadership and management behaviour
- ☐ Group and team behaviour
- ☐ Motivation and perception

Background and Project of the organization

- ❖ United States based
- ❖ Founded in 1906
- ❖ Widely known for breakfast cereal
- ❖ Manufactured in 18 countries
- ❖ Distributed in about 180 countries



Goals and objectives

- Eat healthy and balanced diet market needs
- Demonstrate corporate responsibility



- Encourage and support physical activity
- The use of Resources to support physical activities
- Use of cereal packs to communicate the 'balance' message to consumer
- The introduction of food labelling that would enable consumer to make decision about the right balance food

Leadership and management behaviour

Types of organisational behaviour



Individual: Covers the management of individual labour behaviour

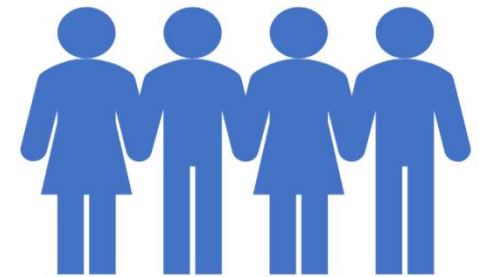


Group: Covers the management of group processes and group labour behaviour

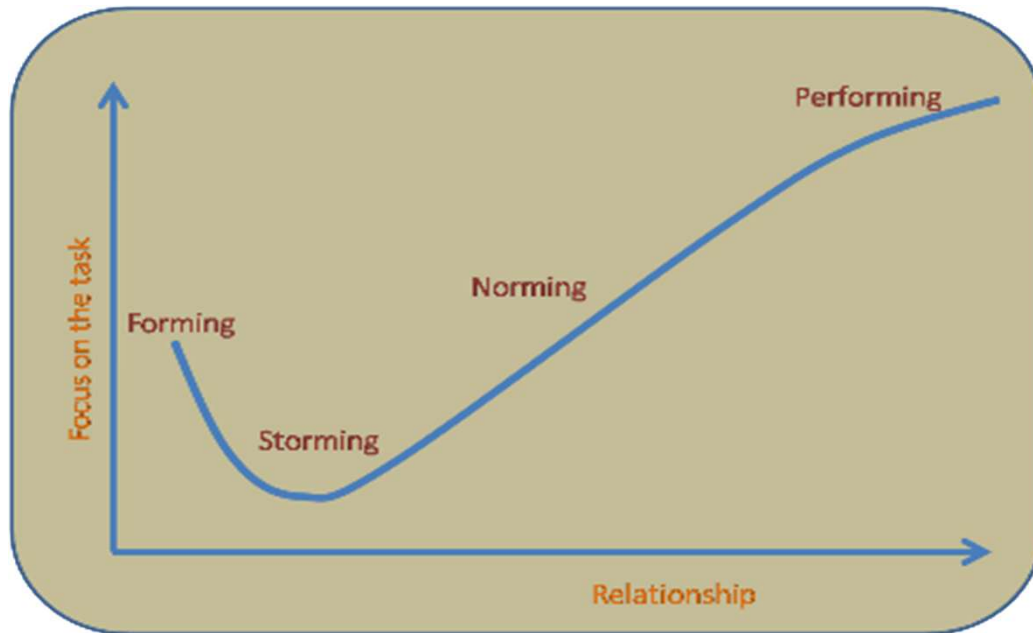
Leadership and management behaviour

Strategy of democratic leadership and management

- The management works closely with the staffs and employees
- The power to communicate for employees
- To offer feedbacks to the top
- Promoting positive behaviour of teams and groups



Group and team behaviour



- **Forming – team supporting**
- **Storming - conflict**
- **Norming - consensus**
- **Performing - clear vision**

Tuckman's Theory of Team Building

Fig source: The happy manager, 2014

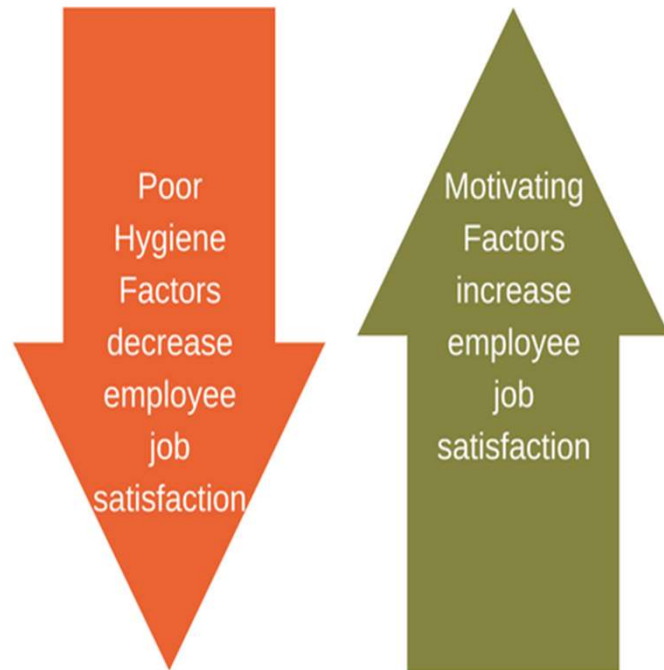
Group and team behaviour



Belbin's Team Roles

Motivation and perception

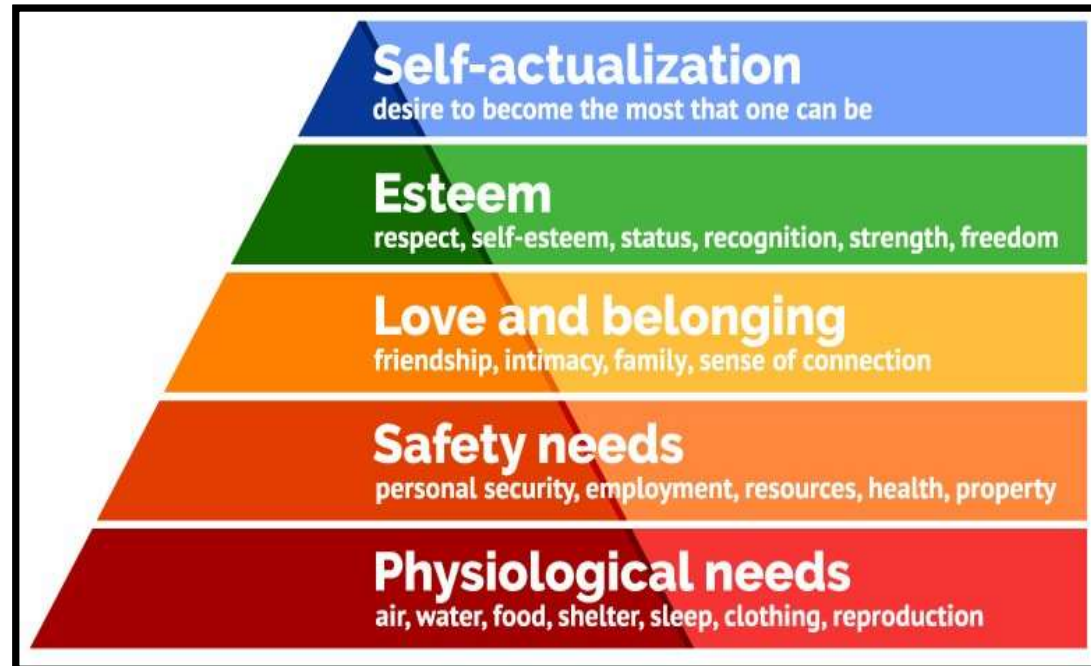
Herzberg's Two Factor Theory



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- **“Fit for life”**
offering access to fitness centre
- **“summer hours”**
adjust working hours at noon on Friday
- **flexitime**
home, part-time working, job sharing
- **career breaks parental leave**
time off for maternity and paternity
- **on-site gyms**
or subsidised access to local facilities.ELN

Motivation and perception



Maslow's Hierarchy of needs

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THANK YOU !