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TABLE OF CONTENTS

INTRODUCTION	1
ORGANISATIONAL STRUCTURE OF KELLOGG'S.....	1
ORGANISATIONAL CULTURE OF KELLOGG'S.....	4
CONTRIBUTION OF ORGANISATIONAL CULTURE AND STRUCTURE IN KELLOGG'S PERFORMANCE	5
CONCLUSION.....	7
REFERENCES	8

INTRODUCTION

Working in modern office of Kellogg's in UK enables to achieve higher productivity which results in higher profitability. Firm works according to the modern perspective and with innovative techniques. Further, report shows organisational structure and culture of Kellogg's. Moreover, people working in organization must be trained according to modern concepts accepting new challenges daily. This overviews how Kellogg's firm delights worldwide through its food products. Lastly, description about nourishment of people in relation to culture between and structure of Kellogg's is made. Accepting modern skills and technology change the structure of organization and brings it from bottom to top. In addition to this, contribution of structure and culture in performance of Kellogg's is discussed. Later, organization will lead to increase in workplaces to be opened in near future. Enterprise manager and leader motivates employees in terms of working with modern methods.

ORGANISATIONAL STRUCTURE OF KELLOGG'S

Organization of Kellogg's is administrative and has a decision making structure. It focuses on its framed policies and on its funding sources. It is not dependent on any external sources. Kellogg's perform in terms of producing foods which are manufactured and marketed in more than 180 countries. UK management board is highly responsible for its strategies, arrangements and in guiding to people of organization toward its work. They use different strategies in maintaining structure of Kellogg's (Bloch and Richmond, 2015). Moreover, trustees are responsible for guidance. In terms of economy, this structure is fundable to parliament. Consideration of council is also made in this company which leads in providing scholarship (Rebelo, 2017).

They are always appraisable towards their working and non-working staff in organization. They show a clear and apparent view in their financial, rules, income and expenses. Further, it shows their appropriate organizational culture which leads in achieving their goals and gaining more profit in the future. It also runs in term of providing consumer services, budgeting and in marketing process. Lastly, contribution of organisational structure and its culture describes about competition in the market. Kellogg's organisational structure is divided in sections. They form a team in which work is divided and people work more efficiently. Altogether, market share of firm leads the company in right and positive direction. There are four main types of organisational structures.

Functional

This structure as functional is also referred as bureaucratic organised structure. As functioned innovatively, Kellogg's founded itself as a well-being and positively dedicated company in UK. This organisation is divided on basis of their specific items and services. The main benefit of this functional structure is that it is highly organised and interdependent in terms of performing different roles and regulations in company. This function specifies how they work traditionally with every departments in administration. It also focuses more on communication process to make it strong and effective between different types of department like sales, customer service, marketing and many more in enterprise. Working together in Kellogg's, they organise people delightfully with their lovely brands.

Divisional

This is also type of structure in organisation. Divisional refers in terms of leadership in company to different products and services and projects involved in it. This also refers where work is distributed in terms of team, group which leads to higher productivity and sales of Kellogg's in market. Dividing people does not sounds good but dividing work is always preferable. This firm is largest and divisional functions of it focuses more on profitability and increasing efficiency of workers (Hauser, 2014). If they are divided they work more as work is being divided in group. In addition to this, if productivity is analysed and brought together than it is more efficient and highly performed.

Matrix

This structure is complex and confusing which demotivates people in organisation. But it emphasizes on pulling individual to positivity from different formats of working. Considering this form people are confused as they are regulated by different heads in department and are guided by various reporting lines in business. They do not come under divisional manager but are also regulated through project managers which do not leads in high proficiency level of business enterprise. Matrix structure is reflected negatively as it relates to different complications in firm due to this people are unable to fulfil their responsibilities.

Flatarchy

This comes as tall structure of business. Kellogg's believes in motivating people which helps in working them freely, resulting in higher employment level of business (Jackson and et.al., 2014). It is helpful in knowing small flatarchies of business. This is last part of structure

which is combination of flat and hierarchy. This helps in opening communication process from top to bottom level in business

From above, Kellogg's follow Divisional Structure in UK. Multi-divisional form shows how it works with cooperation among people in firm. They think workers must be motivated and work with efficiency for higher profitability. Kellogg's also believes that when all market share are brought together then it leads to high proficiency which is leaded in right direction. Lastly, when they work in groups it divide work load but together it is highly productive.

ORGANISATIONAL CULTURE OF KELLOGG'S

Kellogg's culture is very distinctive and is analysed by cooperation and collaborative work spirit. This shows unity in people of firm which performs globally. They think throughout all factors and work on them for improving skills and efficiency of people in organization. Kellogg's is very eager and passionate in helping people in their firm (Johns, 2017). They prefer that an individual's motivation must be increased which can results in high productivity of business. And believes in that bringing together all resources performed by people leads to innovation and more investments in organisation. There are mainly four organisational culture.

Clan Culture

This form is very open as it relates to have more people in firm which relates to large family in future. Here, leaders are mentors to people in performing their daily activities. They execute their work as per people's skills and knowledge. This runs in accordance to loyalty and in traditional manner. People's patience and loyalty is also specifically build in order to perform effectively. Human Resource Management also plays a vital role in addition to emphasize more for long term goals in business. They also create morale bonding among individuals and motivate them to work more for higher productivity. Firm can be more successful by caring more about people in administration. This works in promotion of teamwork, participation in all activities and performing more consciously.

Adhocracy Culture

This culture is very positive, high powered and potential towards creating working environment. Risks are highly undertaken by leaders and employees as an innovators in firm. Within the organisation, new experiences and innovations are seen (Jones and et.al 2017). This culture believes in achieving long term goals to grow business widely. New products with new

techniques are introduced and can lead to success. They promote freedom of people and also consider their initiatives.

Market Culture

Market culture belongs to complete its work on time with the best results. Individuals are more focused on achieving their goals and are more competitive. At the same time, leaders are as similar to producers and hard drivers in company. They believe in high expectations and winning it initially keeps them more organised and active. Having high stocks in market shows better and successful status of company. Organisational pattern of this culture is very competitive.

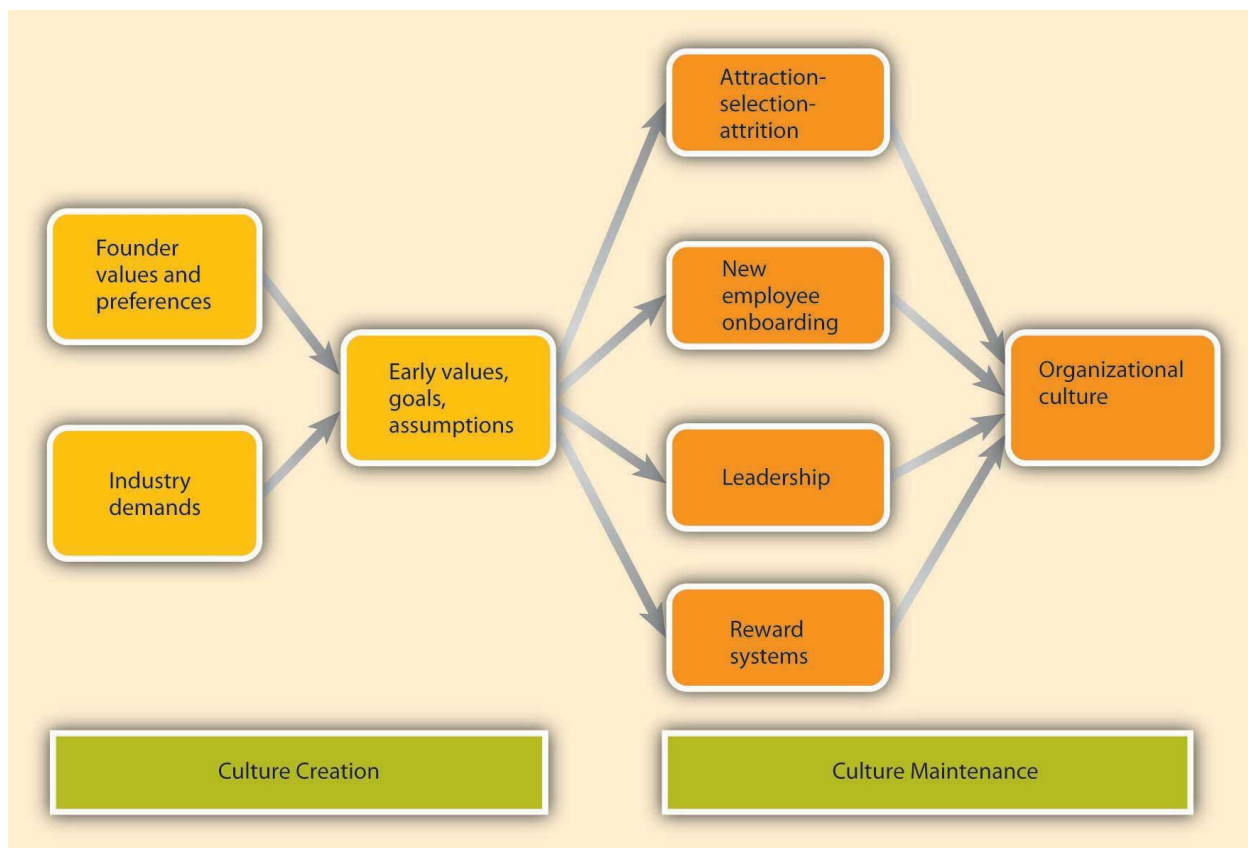


Illustration 1: Kellogg's Organizational Structure
(Source 1: *Introduction to modern workplace*, 2018)

Hierarchy Culture

Hierarchy belongs to motivational form of people but in this leaders and management is more focused on guiding them to work in teams and collaborating them highly. They emphasize more on communication with all departments from top to bottom in company. Values and goals are maintained and achieved at earlier stage in organization. Rules and policies help in

formulating this structure. Long term goals are achieved and trustworthy environment is created. People's freedom, their communication with others, safety, needs are focused and loyalty, trust are built amongst them. Lastly they guarantee team work and their skills. From above four types Kellogg's follow last part of culture which is Hierarchy Culture. As they think people spend more time in firm and hence they need to be comfortable in performing their activities which lead to higher efficiency of business (Malone, 2016). New employees are recruited which increases firm production and efficiency. Managers of firm is more concentrated towards people motivational process. This focuses more on industrial demand also. In terms of motivation, Kellogg's also performs Maslow's model in organisation. This model helps to know Physiological, safety, social and self-actualization needs of people at workplace. Further, culture of Kellogg's includes leadership quality and reward systems in firm.

CONTRIBUTION OF ORGANISATIONAL CULTURE AND STRUCTURE IN KELLOGG'S PERFORMANCE

In Kellogg's, both culture and structure contributes in their own manner. In contribution of organisational culture in performance of company, it has long way creation in setting standard and its image in market of UK. Culture contributes as to lead in interacting people at their workplace. This shows how employees are more interested in their work in increasing business efficiency. Kellogg's culture is widely performed in encouraging employees and in motivating them. Healthy culture always make company wealthy in every terms and at every level. Kellogg's in term of culture has an honourable and significant status in market. It is widely affected and contributed in relation to loyalty of people towards management (Rebelo, 2017).

In addition to this, it is also concerned with trust factors which helps in building team work in business. This also has a major role in contributing towards attachment of individual in organisation. Enterprise also shows how culture impacts in four ways. This ways are Clan, Adhocracy, Market and Hierarchy cultures. Moreover, it promotes healthy relations amongst employees for long way in promoting business. It impacts in healthy promotional activities. Kellogg's has set its guidelines and policies which are performed initially. From above factors, in term of this enterprise, Hierarchy culture contributes more in it. This culture represents sense of motivating people and encouraging them more in becoming successful. This focuses and helps in creating better work environment where individuals work with their interest and hence it represents company's status in market

In context to organisational structure, it also has four types such as Functional, Divisional, Matrix and Flatarchy. But, Kellogg's is widely affected through Divisional. It contributes more as they work differently in various groups but when their work is allocated it results in more contribution and more productivity of company. In relation to this, they believe in working by making teams and groups. They motivate people in working more effectively. Mentors also take care of people's need and safety in group. It helps in making strategy with communication process among individuals in team. It also looks forward for collaborating each other and in maintaining cooperation amongst them (Yan, 2014). This leads to higher proficiency level of business with the increase in profit and production of goods and services. Moreover in the UK, Kellogg's uses different scientific methods for improving its productivity. To focus on related brands is company's motive which delights the world. Their culture impacts in promoting environment of working place and in creating dedication to people. Through this basic atmosphere, Kellogg's became signature name and as a trusted mark in UK market. Lastly, perfect culture also benefits more in growing business stronger and this can be made possible with help of leader, manager and people working in it.

CONCLUSION

Kellogg's structure and culture has been organised in different terms context to Kellogg's which has been discussed above. Four main types of structure and culture of organization has analysed. Numerous approaches have been performed by the firm in this country. It emphasizes more on increasing productivity and to gain higher profit through it. Kellogg's perform through divisional structure and hierarchical culture. Overall, contribution of its structure and culture in administration has also been discussed. Moreover, it concludes with that people's need is given higher priority with regard to achieve high proficiency level. Lastly, it shows preview of culture, structure and its contribution to Kellogg's in the UK.

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