

MANAGING PEOPLE

REPORT

Assignment 1

Mary March

Svetlana Grozeva - 1908892

TASK 1 – HR Professional, reference to the current CIPD Profession Map

Human resource management is denoted as managing the human resources part of the organisation. In every organisation there is a separate department which call as human resource department are established in the organisation structure to deal effectively with different areas associated with the management of human resources in organisation. In the department human resource professionals work to deliver the best level of human resource management practices at the organisation. Human resource professionals need to interact over a regular basis with all the employees' part of the organisation (CIPD, 2020). As the name itself indicate that human resource manager needs to overlook all different areas part of the human resources at the organisation level. Being a human resource professional an individual need to keen with observing the people and designated position role in the organisation. Different skills and abilities must be associated with the professional so he can cope up with all different responsibilities such as recruitment and selection of most competent candidates at different designated position role in organisation, observation skill, decision making ability, risk taking ability, management skills and different other skills and abilities that can support the best level of practices related to the human resource management at the organisation. The role of the professional in human resource department is to deliver the best potential employee based on the need and requirement of organisation.

Human resource professional needed to face various challenges also being in the position of human resource professional. It is important for the professional to always been ready to face any challenge. Along with the recruitment and selection of employees which is a primary role and responsibility of the professional there are certain other responsibilities which also needed to handle by the professional. It is important that the professional channelizes an effective talent management programs at the organisation. Talent management operation involve managing the human resources already part of company in the best way possible. This also involves identifying the right trainings for employees to enhance and boost the skills and abilities of employee's part of the organisation. This is another responsibility which a human resource manager needed to portrait in the organisation for being in the position role of human resource professional. Issue solving is another core area which needed a strong support of human resource professional to company to deal with the respective issue. It is required for a human resource professional to get involve at the personal level with the issues arises at the organisation. Change management is also a key area where the professional must keen to achieve the best level of professional standards being in the position role of human resource professional at the organisation. It can be projected that human resource professional must be completely independent and have the good amount of knowledge of all professional areas part of the organisation hierarchy of company.

The Professional Map is about keeping the working people knowledge and behaviours. The system can help the professionals to improve themselves and to be the best they can be in the changing environment.

TASK 2 - Caffè Nero HR function

Caffè Nero is been founded by Gerry Ford in 1997. His aim was to have a coffee shop in Great Britain with a premium, continental theme. He wanted it to be authentically Italian, offering luxury coffee focused on espresso, fresh food of fresh quality and to become a meeting place in the neighbourhood. In 2020 have over 800 stores, with over 6000 employees. And the interesting facts is 80% of store Managers started as baristas. (Caffè Nero, 2020)

Employees are important for business performance. They are the company's public face, and their hands go into every single pound of sales. Gerry Ford claims that staff will destroy or build a company. When an individual has a good client experience, the customer will probably come back. For Caffè Nero, it is important to employ and attract the right individual, train them well, inspire them and keep them. The business should also have adequate workers, suitable work schedules, a positive working climate, and equal pay and benefits. These exercises are central to Caffè Nero's plan for the deployment of human capital to achieve competitive advantage. Management of human resources is the mechanism by which a company takes steps to recruit, grow and maintain quality workers.

The business wants individuals in a wide variety of both store-based and non-store jobs. It needs Baristas, Shift Leaders, Assistant Manager, and Manager in stores. The Head Office provides the resources to successfully operate Caffè Nero. Include positions like Human resources, Legal Personnel, Communications, Accounting, IT professional, Maintenance unit, and Area Managers. (Caffè Nero, 2020)

Planning

Human resource planning (HRP) is the ongoing systemic planning mechanism to achieve the best utilization of the most important asset-quality workers of a company. Planning human resources provides the optimal match for workers and positions while preventing gaps or surpluses of manpower. The HRP method has four main phases. They include assessing the actual supply of labour, predicting labour production, matching expected demand for labour with supply, and promoting organizational priorities. For any company, HRP is an essential investment as it helps enterprises to remain both productive and profitable. Planning for human capital helps organisations to plan accordingly so that they can retain a steady stream of qualified workers. That is why it is often referred to as preparing for the workforce. The framework is used to help organisations assess their expectations and to schedule accordingly to achieve those demands. (Torrington, 2017)

As part of the company, I find out the method that Caffè Nero ensures that they have the right kinds and number of employees in the right positions at the right times, people who are successful and willing to handle those roles efficiently can help the company meet its goals called employment planning. Job preparation then converts the priorities of the organization into an HR schedule that helps the organization to fulfil these objectives. The system can be condensed into 2 stages - Evaluating current and future demands for human capital and Developing a strategy to fulfil those requirements.

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Every Caffè Nero store has a weekly target which the staff it is trying to archive, depending on the working hours, location and compared to the last year. From that statement, the Area Manager decides how many working hours to have every day on shifts. In the case of the busier period or someone decides to leave the workplace, it is starting the planning of recruitment. Every CV which is been bring into the store is been archived for at least six months, so the Manager always starts from them. If there are not any available persons anymore, it is time to contact the HR sector to put advertising on the Caffè Nero website and indeed.

Recruitment

The recruitment process is the value-added HR Process. Recruitment refers to the method of workforce recognition, attraction, interviewing, placement, recruitment, and onboarding. It covers anything from defining to filling a staffing requirement. Recruitment is the responsibility of a range of workers, depending on the scale of an organisation. (Torrington, 2017)

The company must recruit the best possible employees if they want to accomplish their goals and perform effectively. To minimize the likelihood of tension between their personal interests and those of the organization, staff must be selected to the degree practicable so that they precisely fulfil the needs of the enterprise.

The recruitment process in Caffè Nero involve several steps:

- To establish the precise nature of the job vacancy and draw up a job description.
- To draw up a person specification.
- To formulate a work advertising that represents the job's demands and the personal qualities sought.

The job specification gives a full look at the job opening. The value of the job requirement is that it can encourage the right kind of individuals to apply for the job since prospective candidates would understand whether they are suitable for the position.

For example, if you look at advertising for Assistant Manager Role is saying if you want to be successful you need to have experience in a busy, client-facing atmosphere as a supervisor or Assistant Manager. Be cantered on individuals, truly care about the health and growth of your team. Joy the challenge of achieving market goals. Strive for perfection, constantly finding excellence. Be impassioned with the brand Caffè Nero and be a citizen of the UK, with the corresponding job permits and proof. In the job description, the company shows the person which chooses to apply for the job got a prospect to grow in the future. "As an Assistant Manager you will support in the running of the store, providing great customer service and the best standards of coffee and food. On top of that you will be a brand and cultural ambassador in everything you do. Many of our Store Managers joined us as Assistant Managers, so this may be your opportunity to develop and grow with us." (Caffè Nero, 2020)

Selection

Selection is the method of recruiting or selecting the best person that is most eligible for an organization's open job position. Selection can be explained as the method of interviewing and determining the candidates' qualifications needed for a particular job and then selecting the best candidate for the position. (Armstrong and Taylor, 2014)

Once applications have been received then the selection process can begin. This can be achieved by using a range of different techniques. A typical process will follow this pattern:

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- A concise list of candidates, also used in the curriculum vitae, is drawn up from the application forms and personal information. References could have been collected with a view to testing the applicants' character and prior job results.
- Interviews are performed to ask the candidate regarding their talents, expertise, and temperament to see if they perform well and fit into the company.
- Test-Shift for a couple of hours. So, the manager can evaluate how the person relates to the job. And after the trial shift can make the decision for the employment.

The HR department must ensure that they are prepared to conduct the roles and carry on the duties demanded of them, having invested a great deal of time and money in hiring and choosing the best workers. To improve the worker's maximum skills, this would almost always require preparation.

Covid-19

In the current situation of the government regulations and the second national lockdown Caffè Nero was forced to begin a consolidation of its company. A Company Voluntary Agreement is being introduced by the coffee chain that will allow it to renegotiate terms with its landlords and other creditors. In this sector the pandemic has destroyed trading. (BBC,2020)

Immediately after the first lockdown, the contracts of all the workers were formed and spent 10 hours less because the company did not have enough work. Many coffee shops find it difficult to reach their weekly targets, although the workers do their best.

Conclusion

Caffè Nero culture is all about how we behave with each other. Working for the company is being part of a family. The business team is international, dynamic and although work very hard to satisfy every customer every day. From this assignment, we learned success due to many factors, but one of the most important part is to know how to hire and recruit the right person, trained properly, inspired to do their hardest and retained to achieve competitive advantage. Thought this sector is very important to every success company, because of Human Resource Management to attract, develop and retain only good and suitable employees.

Finally, we understand the use and meaning of Human Resource Planning. It will optimise the utilisation of human capital by using HRP, creating economies in the recruiting of new employees. The importance of HRP will optimise the utilisation of manpower, predict additional challenges, assess the levels of preparation and work, and understand the cost of manpower.

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