

BMMB7025

Managing People In Organisations

A Comparative Analysis of People Management Strategies between General Electric and Apple Inc

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01 GE's Problem with People Management

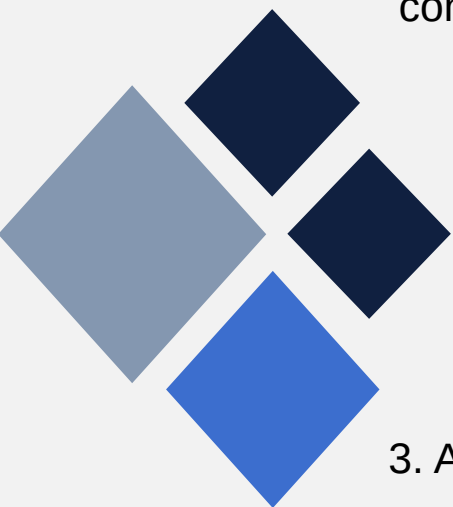


In the report, the impact of people management strategies of General Electric Company and Apple Inc. has been illustrated. The findings revealed that they are heavily affected by internal factors and external factors. GE has taken a decentralised approach to its HR practices, while, Apple has employed a centralised strategy (Kalanidhi, 2024).

The report has highlighted the differences between the two companies dealing with people issues. GE's decentralised model allows employees to have customised initiatives to address their needs. Therefore, there may be incoherent initiatives throughout the company. On the contrary, Apple manages its employees with a more centralised approach as it focuses on innovation to maintain their creativity (Hoq, 2021).



02 Recommendations for GE



1. Create a worldwide HR structure that presents the main ideas and rules that should be applied in all countries and continents, allowing for local adjustments when needed. Hence, this will take care of the continuity and coordination of HR initiatives in the enterprise (Bratton *et al.*, 2021).

2. Introduce a strategic team within the HR division at the corporate level to oversee the alignment of HR strategy with that of the organisation. This team should be involved in monitoring HR initiatives and evaluating them; the output of this team should definitely consist of data-driven recommendations (Armstrong and Taylor, 2020).

3. Allocate your HR department resources to technology and analytics that will enable you to refine the HR procedures, improve decision-making, and give employees a better experience. This might be done by integrating a global HR information system, using artificial intelligence for talent recruitment and management, and taking strategic measures with predictive analytics for proactive prevention of issues in the HR area (Deepa *et al.*, 2024).

4. Launch a corporate diversity and inclusion program that incorporates all training, mentoring, and employee communication groups. The program should be led by the top leadership and should form an integral element in all the steps in the employees' lives, starting with recruitment to career development (General Electric, 2021).



03 The Required Skills

1. Global HR Structure

Communication: Ability to convey ideas across different cultures and languages

Adaptability: Skill in understanding and adjusting HR policies to local regulations and norms

Strategic Thinking: Capacity to align HR goals with business objectives with regional flexibility

(Reilly and Williams, 2016)



2. Strategic HR Team

Data Analysis: Competency in utilising HR data to make decisions

Strategic Planning: Capability to develop long-term HR strategies suitable for organisational goals

Evaluation: Skill in assessing and improving the HR initiatives

(Ren, 2023)



03 The Required Skills

4. Diversity and Inclusion Program

Leadership: Capability to champion diversity and inclusion initiatives in the organisation

Training and Development: Skill in designing and implementing diversity training programs

Empathy and Cultural Sensitivity: Ability to understand and empathise with diverse perspectives and experiences

(Chun and Evans, 2023)



3. Investment in HR Technology

Technical Proficiency: Ability to utilise HR technology platforms and analytics tools

Problem-Solving: Capacity to identify HR challenges and leverage technology to address them

Continuous Learning: Willingness to stay updated on HR technology and analytics
(Sulistyaningsih, 2023)



04 Action Plan

1. Global HR Structure

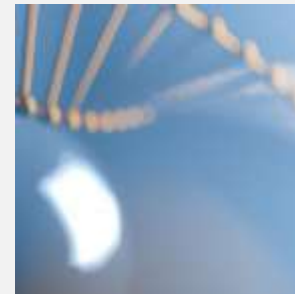
Organisation: Implement cross-cultural communication workshops and training sessions within the next three months

HR Function Development: Provide online courses and resources on cultural competency and international HR practices, with a completion target of six months

2. Strategic HR Team

Organisation: Establish a strategic HR task force within the next month, comprising HR leaders and business executives, to enhance strategic planning skills

HR Function Development: Offer advanced data analytics training programs over the next year



3. Investment in HR Technology

Organisation: Roll out HR technology and analytics training sessions within the next six months

HR Function Development: Provide specialised training on HR technology platforms and predictive analytics tools over the next nine months

4. Diversity and Inclusion Program

Organisation: Launch diversity and inclusion awareness campaigns, with ongoing training and workshops scheduled bi-monthly

HR Function Development: Develop a diversity and inclusion certification program within the next year



Overall Timeline

Month 1-3: Cross-cultural communication workshops and initial strategic HR task force establishment

Month 4-6: Advanced data analytics training and HR technology rollout

Month 7-9: Ongoing diversity and inclusion training and specialised HR technology training

Month 10-12: Finalisation of diversity and inclusion certification program and completion of strategic HR task force initial review





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