

Behaviour Analysis

Kellogg`s

**TITLE : Introducing the Modern
Workplace**

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Introduction:

The portion here deals with the background of the organization Kellogg's and the organization Kellogg's has been analysed by a team and what can be the necessary steps that the team has to make and deal with in reference to the organization Kellogg's. Thus a clear background of the theme of the organization has been mentioned here.

Background and outline of the project and related organization

In the corporate world, workplace ambience, culture leadership and organizational management serve as significant pillars to facilitate a business organization to reach new heights. The entire domain of business, as a whole, works on a different philosophy where increasing competitive pressure is always encountered by various organizations. In the words of Hatch (2018), an individual is likely to thrive in this zone of high rivalry among the leading players in the market by understanding the dynamics of the workplace and its related principle that governs the organization. The business organization, with much determination, strides ahead amid the roadblocks such as impending challenges, workplace instability and lack of coordination among members of team. In this context, it can be stated that this **project primarily focuses on understanding the modern workplace, where the chosen organization to carry out the project is Kellogg's.**

The Kellogg's Company that is popularly known as the Kellogg's has, over the years, ascertained its apex position in the food industry. **Based in U.S, the multinational manufacturing firm in the food sector, Kellogg's has successfully made a mark in the domestic and foreign market due to its quality and standard of manufactured food.** Modaff et al. (2016) have mentioned that the popular food items that are manufactured in bulk by the organization include convenience foods and cereals. It is interesting to note that the long list of convenience food products include crackers, pastries, cookies along with certain brands such as Pringles, Corn Flakes, Eggo, Cheez-It, Frosted Flakes and Keebler. The widespread acceptance and popularity of the brand has led to the manufacturing of the products in more than 180 countries.

The academic venture among the five members of a team significantly contributes towards enriching the practical knowledge of each individual in the selected organization. The initiative also offers an enticing opportunity to acquire first hand experience which can assist the individuals to develop insights into the domains of workplace. **Since, the five members of the team are equipped with different sets of strengths, therefore, the tasks for each individual is accordingly disseminated and allotted.** Vallas (2016) has opined that in a team venture, besides working on the weak points by the individuals, greater emphasis must be laid on further polishing the strengths. This technique ensures that the strong points are successful to subdue the effects of the weaknesses. The team effort needs to be pushed up to achieve the goals and objectives that are holistically set by the team. The success of the team work largely depends upon the coordination, cooperation and transparent communication shared among the team members. The experience that each of the team members acquire become a valuable asset for future utilization because their upcoming venture is fixed in the corporate world.

The project offers a chance to the team members to get an exposure to the real workplace scenario in the corporate world. In this context, Kellogg's, that has a significant international presence across the world, is conducive for the five team members to gain substantial knowledge about the modern workplace that regulates the performance of the organization. Kellogg's plays an important role in providing the team members, who are allotted with different tasks, with all the necessary knowledge that has the potential to raise

their individual bar and upgrade their insights and performance in the team. According to Ehrenberg and Smith (2017), the proficiency of each team member is critically analysed by understanding the quality and quantity of work accomplished by each. Out of the five members, based on their strengths, the tasks are divided and allotted, where one member is assigned to conduct an extensive research about the chosen organization – Kellogg's. This task is fundamental in the process of carrying out the team work because adequate and in-depth knowledge about the concerned business organization proves to be beneficial for all the members of the team. The second member is allotted with the job to identify the goals and objectives of the team work at Kellogg's that can significantly contribute towards upgrading their standard of empirical knowledge and workplace experience.

The second member has to find out the underlying factors and reasons behind the identification of a particular goal of the team. and Coats (2018) have mentioned that in a team work, when the objective is clear to every member, then accomplishing the task becomes easier. Furthermore, this approach offers a suitable ground for each of the members to provide their perceptions and views towards attaining the goal. The technique not only clears the overall picture of the goals and objectives of the team work but also ensures its final achievement and success. The third member of the team is allotted with the task of understanding the value of leadership in the workplace environment of a well-established organization such as Kellogg's. This particular team member has a strong observational power and hence, this individual is allotted with the task to analyze behaviors' prevalent in the organization. Ruhle *et al.* (2018) have stated that the management behaviors play a fundamental role in deciding the course of action of the business organization that leads to the success of the organization. The leadership of the business organization gives a definite direction to the business firm and this attribute further shape this individual.

The practical knowledge regarding the leadership enriches this particular member to effectively channelize the efforts of the team. The fourth member has an inclination towards coordinating with other members of the team. The project at Kellogg's gives this particular team member with an opportunity to comprehend and study the different team behavioral patterns. Finally, the fifth member is assigned with the task to constantly motivate the team that paves the way for the team's success. Chernyak-Hai and Rabenu (2018) have stated that the high spirited workplace ambience in a multinational organization such as Kellogg's assists this member to develop a unique perception towards situational challenges that arise. Thus, each of the team members is assigned with distinctive tasks to lift up the overall performance of the team and simultaneously, develop their individual proficiency.

Conclusion:

The entire portion here deals with the background and the structure of the organization and how a team work usually help in knowing the necessary procedures of the organization. A very clear idea about the organization has been mentioned and portrayed here.

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Beatris Toncheva

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Introduction:

The portion of the report here deals with what can be the necessary goals and objectives while working as a team. In any group work team co operation and working in a team is the most important step that is needed. Certain kinds of goals and objectives are needed that is needed while working as a team and a team in order to analyze the objective needs to follow the goals and objectives.

The Goals and objectives of working as a team:

It is the duty of any team to follow certain goals and objectives while working as a team. Having proper goals and objectives helps the team to achieve the organizational success. The team faces certain kinds of conflicts and differences that usually arise while working as a team and in order to avoid the conflicts and the differences it is necessary for any team to follow certain kinds of goals and objectives. The team has been analyzing the organization Kellogg's and based on it there have been kinds of objectives and goals that the team needs to follow in order to work efficiently and analyze properly (Boddy, (2011). Some of the basic objectives that the team needs to follow are:

- **Efficiency-** The team that is working in order to achieve the organizational analysis of Kellogg's must have the goal as well as the objective of being efficient. They must critically analyze the work processes that are undergone in the organization such as the production and the total no of labors in the organization. They must critically go through the kinds of activities and the kind of efficiency that is required for the labors while working in the organization. Kellogg's has been an American organization producing multinational foods and is mostly famous for producing the cereals and cookies and have their link with several brands like Corn Flakes or Eggos. The team must be efficient enough in knowing the objectives of the organization so that they can follow and analyze the organization properly.
- **New and better ideas-** In order to work as team it are necessary to generate certain new and better ideas. It is necessary for the team to follow on certain new and better ideas so that it becomes necessary for the team to focus into one kind of objective. It is the work if the entire team to work in generating new ideas and it cannot be done by just one individual alone (Grey, 2017). Working as a team and resolving the problems and generation of new ideas help the team to make proper plans and implementations that solve problems in a team. The team also comes up with ideas that can solve the problems and also turn out with a creative project. Discussions and debates in case of a certain specific topic come up and that helps the team in better co-ordination and better team work. While working as a team various conflicts arise and also there comes up

new ideas that contribute to different types of topics while working as a team. There also arise situations where different kinds of wrong conflicts and differences can be avoided if the team works together. Open discussion solves certain issues and the problems are resolved.

- **Morale-** There should be certain morale for the team in order to properly analyze the organization. The team must have certain morale in case of working in an organized way. The team and the leader must have a sense of proper social interaction and a sense of interacting properly with that of the workforce. The leaders must have the proper sense of interaction so that they can guide the other members of the team. In order to make the team members aware of the devotion to work as a team the team must follow certain morale. In case of working as a team there should be a sense of morale that the team needs to maintain (Martin and Fellenz, 2010). It is the duty of the leaders to make a certain kind of morale for the team so that the team can work efficiently. It helps the team to form a community and interact with the other team members and that also with the working force of the organization. If the team is effective enough then there comes up chances for the team with lots of new opportunities that the work easier. This also helps in providing mental and emotional support for the team and there remains a sense of bonding in between the teams. These factors help the team in improving and making a better team and that help the team to properly analyze the working environment and the organization.
- **Collaboration of talent-** There should be proper maximization and management of talents in order to work as a team. The members of the team must be expert enough in order to work as a group so that the objective of the team is fulfilled. The people of the team must have an experience and a sense of talents. In order to form a group the team members must have talents and certain kinds of experiences that make the team to run efficiently. Slowly the team actively participates in case of the projects and the activities that are based accordingly to their skills and the talents based. An effective team helps in properly analyzing the workplace and they serve their clients in a more proper way. In case of the team analyzing the organization Kellogg's, the works must be divided by the leader according to their skills so that a proper survey is

created. The team must therefore have proper distribution and collaboration of the talents so that the proper report is created (Mahalder, 2014).

Conclusion:

In any kind of group work the team must follow certain kind of goals and objectives that is needed in order to work as a team. The organization Kellogg's has been analyzed by a team member and the leader and the group always needs to follow certain kinds of rules and regulations with a specific goal in mind in order to get the necessary objective.

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Introduction:

The answer here deals with the main leadership and management behaviors that are needed in order to work as a team. The team has to follow certain group of rules and regulations and management operations that are needed to be followed in order to work and make a good team. Certain leadership and management behaviors are needed in order to work as a team.

Leadership and management behaviors of the team

In order to lead a team it is very necessary for the team to have effective managing skills so that the team is built up strongly. The team must have the capability to manage the team efficiently so that the team gets developed and the objective of the team is achieved. The leadership competency helps the team to provide and come up with better results and the team that gets built up is strong enough to handle and resolve all the issues. Proper management of the team helps to increase the performance cycle of the team and the team works efficiently in all aspects. In order to analyze the organization Kellogg's it is necessary for the team to be competent enough with the tasks they have been allotted. This will have the team to properly analyze the workplace and the organizational culture gets achieved.

The team must be clear about what is there to be achieved by the team. It is the duty of the team to assemble all the necessary resources in order to make the team work efficiently. For efficient management monitoring and assessing the team members is the task of the leaders in order to make sure whether the team has been working according to the tasks allocated to them (Anseeuw and Ducastel, 2012.) Reviewing the performance and then working accordingly is their task so that the performance is divided and assessed properly. The task of the leader is to make sure that all the directions to the individuals have been provided clearly so that the team members understand the work and the divisions are being done properly. All the necessary information about the team and the data collected must be collected in a proper way and all the issues must be collected in a proper way. In case of analyzing the work of the organization Kellogg's the team must work in a co-operative manner so that all the information and the data are being collected as being directed by the leader of the team. The leader must be efficient enough to answer all the questions and the answers in case of any problems faced by the team and give instructions accordingly to the team members. The team must be kept informed about all the necessary developments and the work procedures that are going on in the organization. In case of any problems faced by the team the duty of the leader is to manage and take actions in order to develop the skills of the individuals and provide knowledge to the team members. The team members must also build a sense of trust for the leader so that the work finishes in time. In case of any team to work properly the team must have a sense of trust for the leader without having any sense of jealousy. The team must work and take performance management skills so that the performance of the team is managed and assessed properly. Proper usage of the techniques helps the work to run in an efficient manner. In this way the team must work so that the organizational aims and objectives, the labor force, the organizational needs and meets can be assessed properly by the team. It is the duty of the leader to ensure that the team performs effectively. All the performance issues must be addressed and taken care of accordingly so that the team doesn't face any problem in case of running the team or analyzing the organization. The leader or the experienced member of the team must use

their own experiences so that the needs of the team and the members of the team are fulfilled. The team must take actions and develop the team members of the team so that the performance of the team gets improved. Managing skill and leadership skill is one of the most important factors in order to run a team and to assure that the entire team can actually relate to the goals that the team wants. The organization Kellogg's production method and the labor force while working in the organization must be assessed very properly by the team taking care and looking after the team. There should be proper implementation of new and improved techniques where the necessary developments are made (Bati, 2010). Team management also includes building a sense of loyalty and capability within the team so that all the problems of the employees are served. It is the responsibility of the leader and the team management authority to support and take actions for the team and to maintain the reputation of the team. There should be public acknowledgment for the team and the individuals of the team must be done accordingly because that will help the individuals to get more confidence about themselves and the task gets done properly and efficiently for the organization. New learning opportunities are built up for the team and the members of the team and that ensures proper and perfect work. The success of the team must be celebrated equally and no one should be given special preferences because that would demean an individual. The leader must accept and support the view points of others and must not feel superior with that of other because that would make the team weak because the entire depends on the leader and the directions of the leader. The leader and the team manager must bring a sense of loyalty and commitment for the team so that the team doesn't deliver wrong methods of work. There should be certain necessary procedures that should be taken by the team and the leaders of the team like communicating with a vision so that a sense of commitment gets built up among the team members. All the negative procedures and mentality should be removed and kept aside by the individuals of the team and this work must be the most important work for the leader because the entire team depends on the leader. If the leader fails to motivate or resolve the issues of the team, then there is a chance for the team to fall down and that may bring up a negative end result. Thus in order to lead a team and manage a team properly the team must be following all the necessary rules and the management procedures to make an efficient team work (Tushman *et al.*, 2015.)

Conclusion:

The organization Kellogg's has to undergo an analysis that is done by a team. It is the duty of the leader to follow and make a set of rules and regulations that is needed in order to make a good team and it is the duty of the team to follow the instructions of the leader and make the necessary management procedures for the betterment of the team.

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Introduction

The answer here deals with the group and the team behavior that is required in order to work as a team. There are certain group and team behaviors that are required to be followed in order to work and make a team strong. In case of any team to work efficiently various miscommunications and misunderstandings arise while working as a team. It is the duty of the team to follow certain procedures and rules so that no problems arise while working as a team.

Group and team behaviors

The final success of the tasks, allotted to the team members, largely depend upon the collaboration, cooperation and coordination among them. ***The fundamental goal that drives the team is working towards attaining the productive outcome.*** In the words of Avent-Holt and Tomaskovic-Devey (2019), a team holistically develops when the knowledge of each member is enriched. In this context, the project on modern workplace at Kellogg's allows all the five team members to develop their individual proficiencies that in turn result in overall gains of the team. Interestingly, the efficiency of the team members has the potential to raise the standard of performance that yields positive result. It is significant that while working in a team, the behavior and characteristics of each member have to be identified and critically analyzed to wisely direct them towards achieving the right end. Marlow *et al.* (2016) have pointed out that the core principle of a team involves collaboration of the team members to effectively cooperate and coordinate for achieving the goal and objective of the team. ***Effective and impressive team behavioral approaches are those that improve the quality of work undertaken by the team, instill a sense of optimism and responsibility towards self and other members of the team that results in higher productivity and efficiency.***

The team must necessarily retain the high spirited environment created among the team members and constantly encourage them to push themselves beyond the limits. The efficiency of the team manifolds when each member supports the other. Each individual in the team must possess a stable mindset to separate personal problems from professional pursuits and accordingly, fulfill the responsibilities towards all the team members. In this context, competent leadership plays a pivotal role in forming a pool of talented, proficient, creative, committed and insightful individuals. According to North and Jensen (2018), the high performance from each member of the team is ensured when a definite direction and objective provided to the team. Furthermore, the quality of work improves when mutual respect prevails in the team.



One of the core behavioral necessities in a team is showing mutual respect towards the other team members. The sense of respect tends to have a major impact on the teamwork and performance. Knights and Willmott (2012) have pointed out that in situations when members of the team are not respectable towards their qualities and characteristics then the efficiency and the performance scale naturally drop. As a result, this creates an ambience of instability in the team. The proficiencies of each member of the team has to be respected and an apologetic approach has to be maintained when committing a mistake that deters the work and performance of the work. The cohesiveness among the team members is raised when the workload are equally shared to derive the best outcome. The sense of collaboration and coordination contributes towards promoting motivation in the team. An optimistic attitude helps in developing belongingness among the members.

Huczynski and Buchanan (2013) have noted that constant support and encouragement to accomplish a difficult task from the other team members add on to the determination power and involvement. It is observed that when each member recognizes and acknowledges the contribution of other members of the team, then the general standard of the performance is raised. This sense of collaboration, cooperation, respect, trust and coordination manifolds when the team members constantly acknowledge each others' works. It is noticed when the team of five members are coordinating well then their accountability raises. As the accountability increases among the team members, it paves the way for creating an environment that is conducive to yield better results not just for the team but also for individual members. This statement implies that other team members are readily accepting the flaws of others and take their ownership. In this respect, one such important team behavior is responding to the objectives and goals set by the team. Alexander *et al.* (2015) have stated that a clear communication of the team goals contributes towards unifying the team members on one single thread. As a result, a strong sense of togetherness and unity is developed that keeps no stone unturned to accomplish the task set in the Kellogg's company.

A definite goal serves as a significant driving force for the team, as a whole and in this context, the objective of the five member team to comprehend the modern workplace at

Kellogg's manifold the efforts shown by the team members to attain the goal. The desired results can be attained by the five team members, assigned with different tasks, by proper conveyance of the goal set by the team. The goal and objectives are effective means for the team members to exercise their sense of flexibility and responsibility. Transparent communication is an essential tool to make the individuals working in a team to get along well and create a deep bonding. An explicit communication contributes towards striding towards the goal of the project, in the long run. It has the potential to improve the relationship and understanding among all the team members. Efficiency of the team shoots up with an increasing sense of comfort and communication among the team members. It is mandatory that on observing the weaknesses and flaws of a particular member of the team, others should place it before the concerned person, instead of discussing it behind the back. Clear communication of the deep insights and opinions of the team members enrich the knowledge and the quality of work. Thus, communication in a team project serves as an essential tool to promote motivation, encouragement and optimism. This, in turn, helps in spiraling up the spirit of collaboration that ensures high performance of the team.

Conclusion:

The report here mentions with the group and the team behaviors that are required in efficient management of the team. To ensure proper team management the team has to follow certain rules and regulations for the team to work efficiently. In case of any problem arising, it is the duty of the entire team to work and solve the problem accordingly and form a better team.

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Svetlin Pavlov

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Introduction:

The answer here deals with the theme of motivation and perception while working as a team. In any kind of workplace motivation and perception is the basis of any team. If there is no motivation in workplace then it becomes impossible for the team to work efficiently as the team won't get confidence. In any kind of workplace confidence is the essence. In order to analyze a modern workplace for the organization Kellogg's perception and motivation both play a very important role.

Motivation and perception:

Proper perception is a significant tool to create a collaborative and cooperative ambience among the team members. In the given project where the modern workplace attributes are needed to be apprehended by the team members, perception plays an important role to promote cohesiveness among the members. The bonding among the team members improve when each member are aware of the others' strengths and weaknesses and accordingly, modify their perceptions to accommodate everyone. This approach helps in accomplishing the overall task in the long run as the overall effectiveness rises. Armstrong and Taylor (2017) have mentioned that comprehending the perceptions is likely to offer assistance to the team members for strengthening the bond shared among them. The quality of the diversifying group activities conducted by the team members is raised as the wide array of perceptions from different individuals is accommodated. ***It is noticeable that the understanding of the perceptions of different team members improves when the individuals develop certain skill sets for accomplishing the tasks assigned to each individual.***

The core competencies of the five individuals collaborating in the team are likely to prove beneficial when each team member is comfortable to rely on one another for support, motivation and guidance. Interestingly, achieving the set targets becomes easier for the team when the team members can rely, without hesitation, on the other. This has eventually resulted in pushing up the level of efficiency of the team. Another perception that is well prevalent in the group work is transparent communication among all the members. Communication in the team has a scope of improving when all the members clearly receive the necessary information about the project in Kellogg's and are aware of their responsibilities. It is, indeed, noticeable that firsthand information paves the way for better management of the team and the efforts of all the team members are accordingly directed to meet the success. Regular interaction among the team members significantly contributes towards the steady and faster completion of the project.

Mullins (2016) has stated that it is, indeed, a common phenomenon that conflicts among the team members will arise, however, a matured team effort is secured when differences in opinion are respected and developing cooperation to resolve the conflicts. Until and unless the conflicts among the team members are resolved, the team cannot work with its maximum potential to give its best to fulfill the tasks. Disagreement among the team members is common; however, proper cooperation, responsibility and coordination can effectively bring down the chances of conflicts. The most negative impact of internal conflicts in the group is that it brings down the overall performance of the team and simultaneously, hinders the relationship among the team members. A mediator must intervene in such situations to settle the disputable matter as soon as possible such that the team work is not hampered. The perception of the team working on the modern workplace project at Kellogg's involves resolving the existing conflicts in the teams without allowing any sort of compromise with the quality of the work undertaken by the members to complete the project.

Team building and motivation are related to each other. There should be proper communication in between the team and the members of the team and in order to make a proper team motivation is the main factor. The team in order to keep themselves motivated so that the organizational structure is archived must follow certain rules and regulations. Motivation is the key factor in order to work as a team. Without proper motivation among the team members it is not possible to create a team because co ordination and motivation in between the employees is the most important and basic need. The employees in the team must be empowered and treated equally and all of them must be provided the equal amount of work and work load so that no organizational problems arise in the team. The team must have the capability to challenge each other and take the risks and the challenges and that helps the team to work in a more efficient manner. The team must encourage every decision taken and made by any team member so that everyone gets treated equally. No misjudgment, no amount of team demotivation must be there. All the new ideas given by any team member must be highly encouraged and valued so that the team turns out to be enough efficient. Everyone should be given equal chance to contribute while working as a team so that new ideas come up and a positive environment is built by the team. It is necessary for the team to work comfortably in an atmosphere (Robbins and Judge, 2012). Thus it is very much important for the team to work and keep motivating the individuals in a team so that efficient results come out. There also should be proper feedback received and given by the team members so that team encouragement is built and the work turns out to be easy. Encouragement of new and innovative ideas must be encouraged and accepted by the other members of the team so that there remain no complaints from the team members. The tasks must be co-ordinate and calculated with enough accuracy and that will help the team to resolve all the issues ion case if any organizational problems. Motivation usually helps one to see the entire human behavior and proper motivation helps an individual to nourish and maintain oneself properly. In certain cases there are chances where often demotivation leads to motivation. Motivation is the task of the team and the en tire team member. It is the joint effort that should be taken by the team to ensure team success and achieving the goals of the team. In case of the organization Kellogg's the team analyzing the organization must have the motivation power that will help them to achieve the team structure (Carmeli and Halevi, 2009).

Conclusion:

The above mentioned portion deals with the importance of motivation and perception in the real world. There are certain methods that are needed to make a team work efficiently and thus in this place motivation and perception are the basic needs. Without having confidence and without proper team building methods a team may not be able to work efficiently. Thus in his report all these attributes of motivation and perception has been mentioned.

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