

REPORT



Assignment

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Executive summary

The following report is a suggestion from my lecturer, Shehla Khan, to apply learned theories on random organisations. In the next pages, the researcher critically assesses Toulmin theory and apply it to Amazon, to discover why the huge retailer is called a „customer centric company”. This document critically design to demonstrate how customers, innovation, obsession, motivation and safety can build this huge business.

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Introduction

In the following report, the researcher critically analyse the impact of values, beliefs and attitudes into Amazon. To demonstrate that, Toulmin theory is been used, to find how the company influence employee to perform well, how they motivate them and what safety precautions they take to make sure that the company's goal is fulfilled.

„Values and beliefs are important to understand problems related to motivation, stress and dissatisfaction” Cunningham, J. (2001)

1.0 Findings

Every company starts with some values, beliefs and some principles to create new products and services for customers. In general, these define how the company grows. In today's report is about attitudes, beliefs and values. The researcher is applying theories and critically assess the impact on employee of one organisation.

1.1 **Values/core values** are the fundamental beliefs that a company is based for. They are the guideline between organisation and the customers. They effect everything inside the business from employee, packaging and customer service. For customer is very important that employee and the company to have their values align. A good number a values gives to the company opportunity to build reputation. Dolan, S., Garcia, S. and Richley, B. (2006)

Sharing the same values helps employee to work together for the same goal. The responsible to communicate and define them, is the manager. The set of values depends on what kind of business are you in. Values at the workplace can improve the quality of the product, motivate employee and encourage innovation. Heathfield, S. (2019)



How values help employee in a company:

Help employee take better decisions- core values can show the right way for their work.

Employees who have the same values with organisation can help it to meet their vision and goal;

Improve communication- communication in organisation is very important for motivation, culture and employee satisfaction. Not having a good communication between company and employees can create confusion and insecurity

Teamwork- working together for fulfilling a goal it is more easy when you work in a team. Managers assign duties according to their weaknesses and strengths. They define the goal and encourage employee to collaborate. Employee work better together when they trust each other and they feel comfortable on asking for help. Dietrich, R. (2018)

Motivation- values like honesty, strong ethic, trust can motivate employee to be more productive. Staff who beliefs in what they do and are proud of that contributes for company's growth. Motivated employee are more likely to love their job and more chances for turnover not to happen. Clark, B. (2019)

Innovation- it is about organisational thinking. The workplace will function much better because employee will improve on communication skills and learning from each other mistake.

Politics- management does not necessary need to approve having diplomatic relationships between employee. They need to discourage this to happen and to ask for more professionalism and diplomacy. When this happen, employee can refuse to help each other and this lead to low morale and a high rate of turnovers.

1.2 **Beliefs** are convictions that tend to be true. Employee use beliefs when take decision. Beliefs come from past experience resulted from environmental situation they have been. Them increase daily based on the experience that employee learn every day.

- ❖ Beliefs can make employee mentally strong- if they belief that they have discipline, creativity any problem into a company can be solved.

1.3 **Attitudes** reflects feelings and values of a company. Attitudes can determine the success of a company. It is one of the most important step to take in achieving a potential in a business and has a huge impact on the business and communication between employee and management. Riley, M., Clark, M., Wilkie, E. and Szivas, E. (2000)

Attitudes maintain a positive attitude that can bring positive energy and more customers, suppliers and investors. This, in a business, can maximise the performance.

Here are some positive attitudes:

- Being open minded
- Commitment and hard work
- Proactive
- Optimistic



Negative effect of not having the same value with companies influence employee but also managers. This is the case where turnovers appear, bad communication between employee-employee and manager-employee and even some employee will start to behave. When this usually happens the company is focus more on profit, on competition between

employee and gossiping. Employee will also began not trust as much and even herasment and conflict eventually start. Productivity will go down, familly dinamics and society. Benstead, S. (2019).

It is very possible that us, as individuals, at work to share the same values with others, and we tend to like the people that we are interfacing with the same values and beliefs. Having them make the relation more professional.

Being a good manager means to think critical. To be a good thinker is a combination between creative and critical skills and with the right values can influence motivation and engagement. Mindtools.com. (2019).

The company chosen today is Amazon.

Amazon is based on 14 principles, wich make it the biggest retailer that hires thousands of people anually. This consist of 6 values and additional virtutes explained by Jeff Bezos(Amazon founder and CEO) that say that „this principles realy apply to every employee of Amazon” amazon.jobs. (2019)

Amazon is a company founded in 1994 by Jeff Bezos and it is an internet business. It started primarily to be a bookseller, but after many business strategies, any many years of work and compasion, expands and become what is known today. Byers, (2007)

The goal to be the most customer centric company continues today where Amazon’s customer are worldwide and they have different needs. To meet those needs, company’s managers innovate and improve daily for customer experience. Hartmans, A. (2019)

One of the base of Amazon and what keeps the company runnig is customer satisfaction. Customer satisfaction is viewed as the power of this company. At Amazon customer review are rating between 1 and 5, 1 beeing dissatisfaction and 5 means a good customer review. In addition customers have the chance to write down what exacly they liked about the product and what do not. A good customer review can have impact on the for the new potential consumer.

Customer obsession means to have and kepp your customer in the center of everything you do and to understand what buyer need to know. Beeing customer obsess mean to do research about the product and the customer to trust you on his behalf. Bavister, S. (2019)



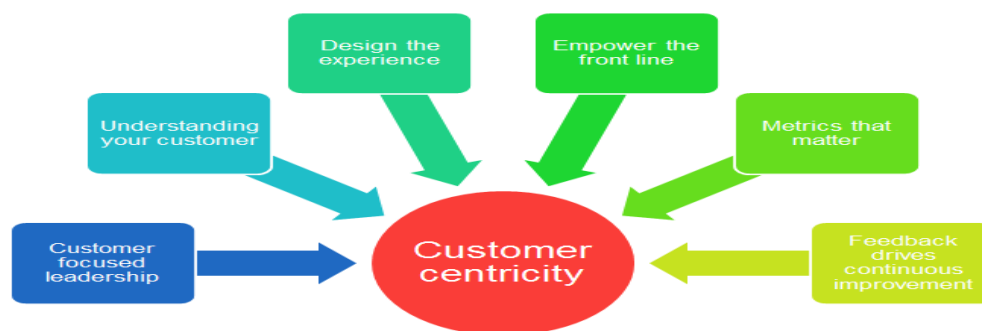
One method of analysing an argument is Toulmin method, named after his creator , Stephen Toulmin. Toulmin, S. (2003) This method involves spliting the theory into 6 parts,

supporting points against/for the argument. The method is used widely for teaching critical thinking skills. In general thinking argument, his theory try to keep it logically. This new method replace the old „premise” and „conclusion” with a new concept. Because of his impact about argumentation, he become the father of the modern argumentation theory. The impact of his work can be seen in every argumentation. Toulmin theory help to focus more on thinking, understand an argument and develop good critical thinking. He divides his theory into 6:

According to Toulmin, **data**(reason), is the information where you find the answer to your question, **claim** is where you intend to prove that is true and **warrant** is what supports claim and data. Warrant is what makes the claim to be more plausible.

He goes on and add three more elements to his theory: **qualifier** which is the belief of the writer that he claims; **rebuttal** certain objections that are against your claim and **backing/evidence** which is justifying the warrant.

To apply his theory to Amazon's customer obsession, the researcher uses a *claim* a quote that says: „Amazon is a customer centric company and created culture around customers and what customer needs”



Warrant: to show his customer obsession, Amazon created Amazon Prime, Go, Pantry, Fresh most of them being paid subscription which helps customers for better service. Employees inside Amazon, first they take good care about products. Check for the damaged ones, the way they store them, so the small items to be on top of the big one. Big items have their own compartment. This is influenced by managers; on every brief they provide us some quality tips which we need to respect so that customers can be happy with what they have chosen and to do it again.

Grounds: BBC news on 28 May 2014 stated that „the ultimate online retail success story - a business that was born in a garage twenty years ago and grew into a 100 billion pound global giant. Along the way, the Amazon phenomenon has inspired, shaped - and sometimes squeezed - the rest of the retail sector, while revolutionising attitudes to online business and transforming the way people shop” BBC. (2014)

Backing: Amazon is the online retailer that sees things from the customer point of view. He wants to offer the best experience in the online market. Some customer type for the exact section they want, others wait for something to take their attention, some change their mind before purchase. That's way Amazon has created Amazon Basket, so people can navigate and look for what they want before heading to checkout.

Qualifier: Different teams inside Amazon take care that the process run smoothly. The quality Assurance and Inventory Control make sure that what customers have order matches physical. Employee as well need to make sure that the right product goes to the right customer. Associates use guns when store and a performant system automatic know the location where the product has been store. Technological innovation have their benefits for company, because that is what makes customer happy. US About Amazon. (2019)

Rebuttal: Working condition in Amazon are not the best, most of the employee calling the company „a huge prison” for the lack of windows and even on day time still using lights. Mail online on 12 of December 2019 says that: „Employee wear tracking devices and are not guaranteed any income” Mail, (2019)

Working condition are harsh some employee described as „human robots” and the fact that they use a zero hours-contract as a tool to rebuke employees. English and French Amazon leadership has demand employee to process 300 items per hour. Use bottles as toilets and penalties have been given for pregnancy and sick people. Evans, W. (2019)

Former staff said that: „, have been hired 12 weeks after being sacked and then rehired so not the have the same rights as full-time employee.

Attitudes inside Amazon!

Attitude is a actually a feeling. It can be positive or negative, but all came from the environment that you are working in. Obviously, a positive attitude can make your day at work a good one and to manage better a stressful day. Regardless to that negative one, can create a bad atmosphere and it will be less productivity and creativity for employees. Jain, N. (2005).

Maybe the biggest attitude that Amazon’s managers have for their employee, is **safety**. Being a company obsess over customers, Amazon never forget about safety of his employee, starting with a dialog first, then with feedback from staff; always improving. Leaders on the site take high safety precaution, and they work daily with employees on coaching and training, equipment and work areas. On every floor there are vending machines that provides the employee with working safety equipment which are: gloves, Hi-vest, ear-plugs, safety knives. In addition to that, on different department where people are working with heavy items, safety boots are necessary. Amazon provides them as well.

Improvement for safety are made by listening to employees feedback and the safety team are creating the cycle of safety measurements. Amazon, (2019). *Safety*



Employee have the chance to right anything that they believe is unsafe, on a safety check paper, leaders taking action straight away and employee being rewarded.

Even though safety is always present, incidents happen and BBC stated that Amazon has the highest rate of industry to be known as dangerous because of miss reports that employee do" Jane Wakefield(2019)

The retailer keeps once a year his doors open so the any who wants to see the conditions from inside are more than welcome to visit.

Conclusion

In conclusion, values, attitudes and beliefs depend on culture. Creating unique values for a specific company/organisation can bring more benefits for the individuals. Not having the same values as the company you work in maybe you don't fit into organisation. Enjoying the same values at work it makes each individual to be aware how he manages his work, his motivation is high and company can fulfill their standard.

Values on organisation shows clearly what type of employee is looking for.

„Organisation live up to the values it expresses” Talbot, M. (2000).

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