

University of Wales Trinity Saint David

Developing Relationships and Workplace Achievement

(BMSW5102)

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Individual Report on – “Development of a plan by meeting the identified personal development needs and expectations of individual employees in a chosen organisation”

Executive Summary

The main purpose of this report is to describe the Company background of JD Sports. My last employer. The report has discussed the development vehicles used by JD Sports to meet the expectation of employees. It has also explained the human resource management that helps JD sports to improve the performance of staff at the workplace. The report has explained the development plan that helps to meet the demand of the staff such as leadership, communication, teamwork, conflict resolution, and decision-making skills. It has also illustrated the training and development vehicles that help JD Sports to improve the performance of the firm.

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Introduction

This report has described the development vehicles available to JD Sports to meet the development needs of the staff members. The JR sports conduct training and development program to meet the employee's career development requirement effectively. The report has discussed that leadership, teamwork, technical and conflict management are the main development needs of the employees. The report has discussed the development plan that helps employees in JD Sports to meet the expectation of the firm.

Company Background (JD Sports)

In the year 1981, JD Sports started with its first store in Greater Manchester, UK. The Company operated as a multinational retailer of fashionable brands and its brand in sports and casual wear. The Global brand names like Nike, Adidas, Puma, and the North Face. The Company has promoted its sportswear every day. The Company has developed its reputation through innovative sportswear and a stylish product range (Engetou, 2017). JD is a leading retail business that combines the best physical and digital retailers to meet customer demand. The Company has established more than 37 stores in different countries such as Denmark, France, UK, Germany, Italy, etc. JD Sports has a market-leading multi-channel that increases the customer experience and maintains an emotional connection with them. In the year 2020, the profit of JD was £94.2 million that is a 30% increase in the global revenue.



Source: (Brownell, 2020)

Development Vehicles Available to the JD Sports

An employee at the workplace is considered an organizational asset and the main development area for an employee at JD mainly involves communication, team management, conflict management, leadership, innovation, and time management (Engetou, 2017). JD Sports uses different training and development programs to meet the expectation of staff members at the workplace. Training and development are referring to programs developed by businesses to improve the knowledge of staff to enhance the productivity of the firm. JD T&D officers identified the staff development needs and for planning, organizing, and provide appropriate training. JD Sports developed employees by video, podcast, simulation, and group-based assignments (Paleti and Mishra, 2021). JD mainly focuses on classroom, e-learning courses, and instructors to improve the skills of employees.

JD sports provide a chance for every employee to enhance their skills through watching YouTube channels, educational blogs, and posts on LinkedIn (Eden and Ackermann, 2018). JD Sports develop innovative sports products to gain a competitive advantage. Moreover, JD provides appropriate training and development opportunities to improve the skills of professionals according to the changing market environment. Training and development provided by JD Sports to improve the employee's efficiency. JD also motivates its employees to take active participation in development plans and learn new things. Training and development vehicles available at JD Sports are discussed as under:

Job Shadowing: In this training method, it helps employees to generate engagement and interest in work. Training and development officer of JD has a chance the perspective of training to see their work (Hewett et al., 2018). With job shadowing, employees at JD have a chance to improve the job experience and satisfaction. The growth and development vehicle at JD Sports helps staff members to improve the life of the profession. This method also helps JD to collect relevant data to improve the working practice and organizational culture.

Job Rotation: This method is considered as an employee's motivation and commitment. This method uses by JD Sports to improve the knowledge of the different tasks at the workplace (Paleti and Mishra, 2021). This is the best training method to improve the employee satisfaction level at the workplace. This development vehicle helps staff at JD to gain skills by taking on new duties and responsibilities at the workplace. It also helps staff members at JD sports to motivate them, reduce boredom and refine skills.

Internship: This method is beneficial for both employees and employers. In this method, Employers in JD provide guidance and direction to employees that help them to know about the work at the firm (Engetou, 2017). This development vehicle is used by JD to improve the interpersonal skills, analytical skills of staff. This method also helps JD to improve employee engagement, learning level, develop personal awareness and achieve the business objective.

Mentoring: This development vehicle used by JD to helps employees to increase the knowledge, skills, and expertise according to the situation (Eden and Ackermann, 2018). This vehicle helps JD Sports to develop leadership qualities, strategic management, and critical thing and accomplish the long-term goals. In this training and development method, JD Sports groom employees for promotion and growth. This strategy helps JD to increase performance, grow future leaders, and increase the knowledge of the staff.

On-the-Job Development: In this method, training is related to a learning process to gain knowledge. The main aim of this development vehicle at JD Sports improves specific skills, performance, and productivity of the staff members (Brownell, 2020). This development vehicle in JD Sports is to improve technical, leadership, analytical, and time management skills. On-the-Jo development program helps JD to manage change, improve job satisfaction level, confidence and decrease staff turnover.

JD Sports mainly use different training program to improve the skills and knowledge of staff (Strohmeier, 2020). During the pandemic, the web conferencing method used by JD sports to provide training that helps to decrease training & development price, enhance cooperation, and effective management of business activities. Due to Covid-19, JD Sports used an online platform to engage the staff at work and improve the confidence level. The Company develops a meeting for a remote employee that helps to communicate and share updated to motivate staff members.

Benefits of Development vehicle Meeting the Needs of Individual

The Development vehicles at JD Sports helps staff members to quickly adopt the technology, market changes, process that improve the range of sports products or services (Brownell, 2020). The different training and development method helps employees at JD to keep updated with the change in rules, regulation and working style. Development vehicle also helps staff members in JD Sports to update with current market trends to gain a competitive edge (Hewett et al., 2018). Training and development help staff members to learn about new technology, process, technique, and process to accomplish the organizational goals. This strategy also helps to increase the employee's retention and reduce the turnover rate (Engetou, 2017). Development vehicles mainly help JD Sports to retain highly skilled staff and attract a talented workforce to improve the customer experience at the store. Training and development methods help JD sports to gain employees engagement in the growth of product and market strategies. It also helps JD to improve morale, confidence, motivate and engage employees to become successful in the competitive market (Paleti and Mishra, 2021). With the help of the development vehicle, JD improves the customer experience and gains a high profit margin.

Human Resource Management Theories

Human resource management is considered an organizational function that mainly deals with people and problems related to employees such as compensation, hiring, performance, and training (Strohmeier, 2020). HRM is the mechanism of effective management staff members to improve the performance of JD and also helps to accomplish the desired goals. Human resource management practice helps JD Sports to improve the working practice, conflict management, maintains strong relationships, and organizational culture (Werner, 2021). The main HRM theories applied by JD Sports to manage the staff members at the workplace are discussed as under:

- **Human Capital Theory:** The Human Capital theory is developed by Becker and Mincer. This theory is considered to identify the lifetime earning pattern of the staff members (Baporikar, 2020). With the help of human capital theory, the employees in the organization have different knowledge and capabilities that can improve by training and development programs. This theory mainly includes attentiveness for handling problems, social capital to develop conducive surroundings, and decision-making ability to meet the best outcome. This theory helps JD Sports to focus on the management of employees, acquisition, and retention. Through training and development vehicles, JD Sports can improve the performance and productivity of the staff members.
- **Resource-Based Theory:** In this HRM theory, the workforce at JD Sports is valuable, rare, difficult to imitate, and no substitute. With this theory, employees in JD Sports accumulate and use resources to gain a competitive advantage (Strohmeier, 2020). Through training and development programs, JD Sports can develop a different human technical resource to improve organizational performance and productivity. Resource-Based Theory mainly helps JD Sports to develop the ability that helps to accomplish long-term goals and improve organizational performance.
- **Behavioral Role Theory:** In this HRM theory, the Company mainly focuses on managing the behavior or attitude of staff members at the workplace (Werner, 2021). JD Sports assigned the challenging task to staff to analyze the emotion and performance to handle the task effectively. Through the human resource dimension at the firm, JD Sports can improve the employee efforts and performance of the firm. With the help of this

theory, JD Sports can manage the employee's productivity effectively through know the needs, interests, and requirements of employees.

- **Transaction Cost Theory:** This theory is considered as HR practice and strategies that help to monitor the cost of the organization (Baporikar, 2020). The theory helps JD Sports to negotiate contracts, monitoring performance, and resolving disputes. With the help of this theory, JD helps to develop new strategies and identify issues for effective management of HR resources. JD Sports mainly focus on a compensation system to motivate the staff confident and feel happy at work. Transaction cost theory helps JD Sport to maintain a strong relationship with employees and also helps to reduce management costs.

Development Plan to Meet the Identified the Needs and Expectation of Individual

An individual development plan helps staff members to improve job performance and accomplish the organizational goals (Eden and Ackermann, 2018). With this development plan, JD Sports meet the needs and expectation of individual at the workplace. The main development needs and expectations of staff members at JD Sport are communication, leadership, teamwork, conflict management, and decision-making capability. The development of these skills helps Staff at JD to accomplish the long-term goals. The development skills of staff members also help the company to gain a competitive edge (Walters, 2013). Through training and development program, JD Sport developed the communication, teamwork, leadership, conflict, and decision-making skills to take risks or responsibilities. JD manager has collected information about the marketing trend and polishes the employee's skills through online sessions.

Development needs & Expectation	Actions	Resources	Time scale	Review progress date
Technical Knowledge	Staff members at JD can learn about new tools, attend online sessions, and read books to improve technical skills or knowledge (Engetou, 2017).	Blogs, watching YouTube videos, and posts on LinkedIn are a different resources available by JD Sport for employees to build technical skills.	Technical knowledge must be developed by staff within 5-6 months at JD Sports (Walters, 2013).	At JD Sports, the training and development officer can review the progress every month (Brownell, 2020).
Leadership Skill	Staff at JD Sports can take the project, build situation awareness, and improve listening	Leadership development programme organized by JD Sports to improve leadership skills.	The leadership qualities can develop by workers within 3-4 months at JD (Beevers and	At JD, the programmer can analyze the developing leadership skills of staff.

	to develop leadership qualities.		Rea, 2016).	
Team working skills	Staff at JD Sports allocates responsibility, coordinate with the team, and involved in a new project to develop team working skills (Beevers and Rea, 2016).	Team projects, presentations, and group discussions are resources available at JD to improve the team working skills of employees (Eden and Ackermann, 2018).	This skill can be built by employees at JD Sports within 4-6 months (Beausaert et al., 2013).	Every week manager can analyze the progress of staff in JD Sports.
Innovation skills	Employees at JD Sports can focus on self-assessment; learn pitch ideas and brainstorming to build innovative skills.	Workshop, online sessions, and courses are available at JD Sports to develop innovative skills (Hewett et al., 2018).	Innovative skills can be developed by employees at JD Sports within 3-4 months.	Employees at JD Sports can review the progress to develop innovative skills.
Communication Skills	Staff at JD Sports mainly focus on active listening, writing mail, body language, and maintain eye contact to increase communication	Presentation, workshop, group discussion, and conference are available at JD Sports to develop communication skills (Walters, 2013).	This skill can be developed by employees at JD Sports within 2-3 months.	Staff at JD Sports can monitor the progress to develop communication skills (Beausaert et al., 2013).

	skills (Özer et al., 2020).			
Conflict Management Skills	Staff at JD Sports can managing emotions, identify conflict reason, and stay happy to resolve the problem at the workplace (Beausaert et al., 2013).	Active listening and conflict management course are available at JD Sports to develop this skill.	This skill can be developed by staff members within 4-5 months at JD (Walters, 2013).	Senior Authority at JD monitors the progress of conflict management skills every month.
Decision Making Skill	Staff members at JD Sports can collect relevant data, analyze them and then take the right decision to improve this skill (Beevers and Rea, 2016).	Social connection, language skills, training programs, and online sessions are different resources provided by JD to staff to develop decision-making qualities.	This skill can be developed by staff within 4-5 months at JD Sports (Özer et al., 2020).	A trainer can review the employee's progress in developing decision-making skills at the workplace every week (Walters, 2013).

Conclusion

In conclusion, the report has analyzed the company background of JD Sports. Furthermore, the report has evaluated the development vehicles that help to meet the needs and expectations of employees at the workplace. The report has explained the development method such as job shadowing, job rotation, mentoring, internship, and another method available at JD Sports to meet the needs of the staff members. The report has examined the benefits of development vehicles available at JD to improve the performance and productivity of staff members. Moreover, the report has discussed the individual development plan that helps employees at JD to meet the expectation and needs. It includes leadership, decision-making, technical, teamwork, conflict management, and others to improve the skills of staff at JD.

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