

Human Resource Management LCMB7000

Assessment 2



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Introduction

A robust human resource strategy is essential for an organisation to achieve its overall strategic objectives and shows that the role of the human resource genuinely understands and follows the organisation's direction. A robust HR strategy can also meet the marketing, administrative, organisational, and technology departments' clear strategic goals.

This report listed the human resources strategies that I would develop and implement as a human resources director in the MAXY technology company. We demonstrated how the chosen methods would make MAXY employees appreciated and feel a sense of accomplishment.

Brief of Background Maxy

MAXY was founded in 1998 and is still active. It is a Britain international internet and Software organisation specialised in internet search, cloud computing, and advertising technologies. MAXY is a multinational technology company dedicated to enhancing people's interactions with content. MAXY manages a database of websites and other digital resources and allows it easily accessible to anybody with an Internet link. Via its web directory, its automated search technology allows users to gain immediate access to relevant content. The company's online search and advertisement technologies have elevated the company's website to a top internet destination, and the company's logo has become one of the most recognised in the world. London is the company's headquarters.

Human Resource Strategies develop: Staffing: Retention, Learning and development, Leadership development

Strategic human resource management is a multifaceted method that scholars and commentators constantly create, study, and debate. Its characterisation and connections with other facets of market setup and policy are incomplete, and assessment varies between authors. It has described as:

- * All of those practices impact the conduct of people with their attempts to bring together and implement the company's corporate objectives (SCHULER, 1992).
- * The prototype of proposed human resource deployments and events expected to help the forms achieve their objectives (WRIGHT, 1992).

In general, strategic human resource management is described as the alignment of human resource management with strategic goals and strategies to maximise business effectiveness and foster creative and adaptable organisational environments.

The strategic role of Staffing: Retention

Retention is an integral part of an organization's overall talent management policy, which is described as "Implementation of comprehensive policies or programmes aimed at increasing workplace efficiency through the development of enhanced processes for recruiting, creating, maintaining, and employing employees with the necessary expertise and aptitude to fulfil current and potential market needs." (Lockwood, 2006).

Employee management tactics abound in the market. I have divided retention tactics into three categories based on the approach they have for our business MAXY:

Unique organizational structure strategy

The central tenet of this philosophy is to develop a company-specific organisational framework and job title. Rather than forcing the employee to confine his talents to standardised employment, this would eliminate the employee's tendency to associate his career title and rewards with similar positions in other businesses. Instead of forcing the employee to confine his talents to organised jobs, assign work titles based on the employee's experience, abilities, and potential.

In our organisation, each employee must feel that his or her job is critical to the business's success. Additionally, the title of his job must be socially appropriate. It can satisfy the employee's egoistic needs. Establishing goals kicks off the operation. Our managers would meet with each employee to precisely identify their responsibilities. As goals are unclear, workers can find themselves out of step with current work demands and preferences. Setting goals is not a one-time event; jobs fluctuate, priorities change over time, resources fluctuate. Throughout the year, managers must update and reset goals.

This comprehension is usually achieved by the interaction between the boss and delegate, which enables a more detailed examination of the circumstance and input and debate. This method fosters workforce loyalty and lays the groundwork for additional obligations.



Those you want to keep the best staff pursue regular opportunity to advance their careers, expertise, and ability sets. They believe they would stagnate if they cannot explore potential possibilities, serve on demanding boards, hold conferences, and read and discuss books. A career-minded, respected employee must provide the potential for advancement within OUR company. We must always be aware of what our employees need. Every month a secret analysis must be performed in which will not appear the name of any of the employees who will express their opinion, each employee will tell his opinion about the conditions and believes that it should be changed in our company. What conditions they want to add and why they are already bored. The employee's opinion matters because he brings value to the company.

Variable benefit strategy

Periodic modification of the value system results in an improvement in benefit awareness and satisfaction. One of the benefits structure's objectives is to inspire the employee. Regrettably, continuing to reap the rewards results in decreased happiness and inspiration. An annual transition in benefit arrangement, in which new benefits are introduced, and existing benefits are phased out, will resolve this. Any employee needs motivation. In our company, we implement a range of motivations such as increasing the position, increasing the salary, offering bonuses, collectively friends, because we consider that the workplace is the second home, wish, or spend more space at his workplace offer conditions. Commentary in projects that will play a role in the project the best to empower our employees Sometimes, it does not matter the award we offer but the participation and how the company is grateful to you. Rewards are as varied as the individuals that receive them, and it makes little sense to bestow them on others who find them unsatisfying. E.g., certain people want better incomes, while others desire more leisure days. For one individual, a promotion might be more rewarding than a job-sharing arrangement, whereas job-sharing may be more satisfying for another. Few people are overjoyed by sporting events, while the show overjoys others. Any staff member would enjoy a romantic dinner at a favourite restaurant, while others would enjoy a book by a favourite author. There are countless possibilities for food, music, schooling, a healthy work environment, presents, travel, and family events.

How can you determine what would motivate employees? Submit an inquiry. Additionally, intelligent businesses enable staff to choose promotions from incentive menus and catalogues.

Rather than merely marketing generic goods, personalising rewards shows that a company cares sufficiently for each employee to learn about their "interests."

Internal advertisement strategy

It conveys the advantages and rewards enjoyed by an employee from the firm. According to this philosophy, an organisation's marketing tactics must be extended internally. Competition is not exclusive to an organisation's communications department; it often has a significant impact on the human resource department. Organisations are vying for a limited range of talent. Internal advertising is intended to convey to workers that the organisation with which they serve is a decent one, and employees can be provided with a favourable business contrast to alleviate their inequity. The critical distinction between internal advertising and marketing is that the contact channel is distinct from the marketing process. Here, contact is the first move in establishing an atmosphere in which people care because if they care, they would likely remain. Keep workers informed of what is going on in the organisation. At every given point, all of the staff should have a clear understanding of how business is going and be mindful of the company's problems. Communication is the first step in building an atmosphere that people care about because they will likely continue if they care. We should still keep workers informed of what is going on in the organisation. At every given point, all of the staff should have a clear understanding of how business is going and be mindful of the company's problems.

We should keep staff informed of critical business activities regularly. Inform them about how November went, and while we are at it, inform them of our goals for December. Share both positive and negative articles.

As staff make shift requests, respond to them. The benefits here extend beyond just having citizens feel grateful for their efforts. After all, they are the ones who do the work daily. A "brag board" in our lunchroom or the distribution of an internal newsletter, a "brag board" serves as visual reminders of these accomplishments. The reward is a contagious feeling of pride and, perhaps, increased efficiency that saves money for the company.

The strategic role of Learning and development

"Leadership is a mechanism where a person guides a group of individuals to achieve a common goal" (Katz, 1978). Additionally, it is a mechanism through which a person exerts influence over a community of individuals to accomplish a collective purpose. (Northouse, 2004)"It

provides concrete guidance to collective action, allowing passionate effort to be spent to achieve rationale" (Jacobs & Jacques, 1990)"It is also through leadership that dreams are shared, symbolising ideas and providing an atmosphere in which tasks can be done" (Engle., 1986). (Schein, 1992) defines leadership as the desire to move outside of the culture and return with more accustomed evolutionary transition mechanisms.

Improve people's skills

Continuous investments in learning and growth are needed to maintain human resources. When experience becomes redundant or unimportant, as is increasingly the case nowadays, the value of human resources diminishes and must be substituted with fresh insight and substantive work prospects (Gary, 1962). Businesses who invest in the next generation of leaders make a good return on their investment. According to a study, companies in the top quartile in leadership outperform other organisations by almost double their earnings before taxes, taxes, depletion, and amortisation. Additionally, companies that engage in developing leaders through significant transformations are 2.4 times more likely to achieve growth (McKinsey, 2009).

Our new company will start a new stage, with many new courses both local and international in which our employees will learn from the best specialists. There will be a lot of new and accessible courses available for any employee. Some courses will be optional, and others will be mandatory for the company's prosperity. Most courses will be online and can be accessed both at work and home. Once a month, the best coach will be called to the company for motivation, learning our employees. Another new opening will be a personal library of the company in which each employee will find both the newest and the oldest books, technological journals and more.

Create an employer brand

The name of a company is one of its most precious assets, conveying a great deal regarding its business success, financial performance, competitive standing, and products and services. Investments in learning and growth benefit a business's reputation and credibility as an "employer of preference." Employers must strive more to prepare for a shrinking talent pool while large workforce segments expect to retire. To do this, they must articulate their brand dominance plainly in an employer value proposition. With our internationalization, we are



already a brand, and even if we have reached an external level, we have a lot to work with, modify, perform. As we are a technology company, it matters a lot what decisions we make because the best specialists want to work in our organization. We will always open and invent the best products. We were investing in both learning and progress.

Employees must be motivated and engaged

The most successful method of engaging workers is to include opportunities to practice and learn new skills. According to a study, continuing education results in fun (Coleman, 2017). Highly motivated workers are more likely to be energised by potential job challenges and happy with their new boss as they are tested and given chances to develop in their desired career route.

Maxy's paradigm of inspiration and leadership overturns conventional leadership philosophy, emphasising outcomes rather than on the individuals who produce specific outcomes. The company's work atmosphere is consistent with its philosophy: to build the world's best and most profitable workplace. As is customary for most businesses, Maxy has extrinsic perks such as flex expenditure cards, no-cost health and dental benefits, pensions, 401K policies, travel packages, and tuition reimbursement. However, Maxy is most well-known for its exclusive and "more than just sexy" incentives and benefits, demonstrating the company's willingness to go to great lengths to ensure its workers are constantly satisfied. The below are just a few of these incredible perks and rewards.

- Employees can be reimbursed for legal costs up to \$5000.
- Maternity leave of up to 18 weeks at a rate of almost 100%. The parent and mother of the child receive up to \$500 in reimbursement for take-out meals during the infant's first three months at home (Take-Out Benefits).
- Adoption financial assistance (MAXY's Adoption Assistance)
- Among other amenities, the MAXY has an on-site physician, a free workout centre with a teacher, and a laundry room.
- Lunch and dinner are complimentary. Additionally, a daily selection of delectable and nutritious meals cooked by gourmet chefs is accessible.

The strategic role of Leadership development

One of the most valuable properties of an organisation is its executive staff. Leaders encourage, empower, make critical choices about the company's potential, and accelerate progress. The shift must begin at the top in order to be permanent. Leadership that is both strong and strategically aligned is obviously at the core of outstanding operational success.

For human resource experts interested in strategic leadership growth within their organisation:

Distribute responsibility

Strategic leaders develop their ability by practice, and practice necessitates certain autonomy. Top leaders can decentralise authority in the organisation, encouraging employees at all levels to make choices. Distribution of liability enables future strategic thinkers to observe what occurs as they take calculated risks. Additionally, it enhances the organisation's mutual knowledge, adaptability, and durability through time by leveraging the wisdom of others beyond the conventional decision-making hierarchy. Control should be pushed downward by top executives, allowing individuals at all levels to make decisions.

Individuals, such as the plant supervisor, develop trust and expertise when assigned responsibilities and authority. Additionally, as chances to create a change spread within an organisation, a “can-do” attitude becomes ingrained in its branding. We must sometimes allow our employees to make crucial decisions.

MAXY employees have the best leaders who have been trained as a result of his experiences and the help of our company through continuous development. Leaders are an example of our company, so they must always meet the international standards of MAXY. We will be with them, supporting both creative ideas and specialists from outside from whom they will indeed have something to learn.

Create multiple paths for raising and testing ideas

Strategic thinkers must be capable of developing and communicating solutions. More importantly, they must be able to relate their thoughts to how the company produces profit. We will help people learn to make the most of their ideas by providing opportunities for them to put their creative thoughts to the surface.

Establish some outlets for creative thought instead. Several can be cross-functional channels where individuals may present concepts to a group of like-minded peers and equate their



reasoning to others. Apprenticeships can also occur, in which young thinkers at the start of their careers sign up for mentorship with leaders who are well-equipped to assist them in developing their skills. Certain companies may provide in-house classes or reimburse staff for university tuition. Reverse mentoring can also be helpful, in which younger workers discuss their knowledge of new technology as part of a partnership with a more seasoned employee.

MAXY has promoted creativity across a variety of platforms. Here are a few examples: Workers can contact all of the organization's leaders directly; The company established "MAXY cafés" to foster dialogue among workers and departments, and executives hold weekly all-hands meetings to provide in-person access to senior leaders for employees at all levels. At MAXY, employees learn to seize these opportunities; they realise that tough conversations can ensue, yet valuable artistic creativity will be rewarded.

Conclusion

In conclusion, human resource practices have been instrumental in this organisation's growth. Any multinational organisation was built on strategies and will continue to do so. Any organisation will thrive when these tactics are implemented correctly and at the right moment. A good business is built on the shoulders of capable workers who are actively engaged in the physical and spiritual growth of the enterprise. This paper aimed to raise consciousness about the effect that some critical human resource management elements/functions have on an organisation's performance. One could contend that training and growth contribute to an organisation's performance in various ways, like customer satisfaction, across these distinct components of human resource management. Employee morale is critical to an organisation's success; this article demonstrates how to maximise satisfaction with an innovative reward scheme and tools for growth and development.

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