

Training, and Development at Sainsbury's

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Introduction



- Importance of Recruitment: Finding the right talent reduces turnover and ensures organizational fit.
- • Importance of Training: Equips staff with necessary skills, improves morale, and maintains service standards.
- • Goal: To demonstrate how effective HR practices lead to competitive advantage in the retail sector.

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Company Overview

- • Company: J Sainsbury plc (Sainsbury's).
- • Founded: 1869 by John James Sainsbury in London.
- • Industry: Retail (Supermarkets).
- • Employees: Approximately 152,000 colleagues across the UK.
- • Market Position: One of the "Big Four" UK supermarkets.

Recruitment Process



- • Job Analysis: Identifying the need for a new role.
- • Advertising: Internal portals and external sites (e.g., Sainsbury's Jobs).
- • Selection: Online screening tests (situational judgment).
- • Interview: Face-to-face or video interviews focusing on core values.

Job Analysis (Customer Service Assistant)



- • Purpose: To provide a high-quality shopping experience for customers.
- • Key Tasks: Operating checkouts, replenishing stock on shelves, assisting customers with inquiries, and maintaining store cleanliness.

Job Description



- Job Title: Customer Service Assistant.
- • Location: Various UK Stores.
- • Salary: Competitive hourly rate (approx. £12.00/hr).
- • Hours: Flexible shifts (weekends, evenings, early mornings).
- • Reporting to: Store Manager.

Person Specification



- Skills: Strong communication, numeracy, and teamwork
- Qualifications: No formal degree required; GCSEs preferred.
- Experience: Previous retail or hospitality experience is an advantage but not essential.
- Attributes: Punctual, friendly, and helpful.

Training Needs



- Customer Service: Handling complaints and "Service with a Smile."
- Health & Safety: Manual handling, fire safety, and spill management.
- Systems: Training on till operation (EPOS) and inventory handheld devices.
- Compliance: Challenge 25 (alcohol sales) and food safety standards.

Learning Theory – Behaviourist Theory

- Theorist: B.F. Skinner.
- Application: Learning through "Operant Conditioning."
At Sainsbury's, this involves rewarding good performance (bonuses/praise) and repetition of tasks (scanning items) until they become second nature.

Learning Theory – Experiential Learning



- Theorist: David A. Kolb.
- Application: "Learning by doing." New hires undergo "shadowing" where they watch a mentor, perform the task themselves, reflect on the experience, and improve their technique.

Analysis of Impact



- Performance: Well-trained staff work faster and make fewer errors.
- Customer Loyalty: Efficient recruitment ensures friendly staff, leading to repeat business.
- Retention: Investing in employee development increases loyalty and reduces recruitment costs.

Conclusion



- Recruitment ensures the "right people" are in the "right place."
- Training bridges the gap between current skills and organizational requirements.
- Together, these processes are vital for Sainsbury's continued success in a competitive retail market.

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