

Kellogg's Modern Workplace

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Kellogg's Background

- Invented crunchy grain flakes in 1894 by accident
- Founded in 1906 by Kellogg brothers as Sanitas Food Company
- Unemployment - Added a 6th day shift and employed 25% more workers
- Impact in WW2 with 43 million K-Rations
- Innovated Waxed packaging
- Sales regions include North America, Europe, Latin America, Asia and Australia

Goals and Objectives

- Kellogg's goal is to sell its products and enrich people's lives
- Demonstrate corporate responsibility by promoting balance messages
- Understand its customers and their concerns
- Develop the business with sensitivity to customers' needs and support them

Goals and Objectives

- Objectives support success of the business' aim and its tracking
- Kellogg's encourage and support physical activity by sponsoring
- Communicate the balance of activity and nutrition through packaging
- Increase association between Kellogg's and physical activity
- SMART objectives are used to ensure a correct direction for the future

Leadership and Management

- Ethics and Integrity - Global Code of Ethics and K Values
- Plan and manage objectives with clear vision
- Trust built by transparent communication
- Decision Making – Effectively make key and critical
- Motivation of the employees
- Encourage creativity and growth

Group and Team Behaviours

- Group Definition
- A group is a set of people who have the same interests or aims and who organize themselves to work or act together and two and more employees who interact with each other in such a manner that the behavior and/or performance of a member is influenced by the behavior and/or performance of other members

Types of groups

- Informal and formal groups
- Primary and secondary groups

Command and Task Groups / in-groups and out groups

- Formal Group definition – groups created by managerial decision to accomplish stated goals of the organization.

Types of Formal Groups

- Command Group –specified by the organization, chart, comprises the subordinates who report directly to a given supervisor.
- Task Group:
 - Comprises the employees who work together to complete a particular task or project.
- Informal Group Definition –groups that arise from individual efforts and develop around common interests and friendship rather than deliberate design.

Types of informal Groups

- Interest groups:
- Individuals who may not be members of the same command or task group may affiliate to achieve some mutual objective
- Friendship groups – established by members having something in common such as age, gender, political beliefs, desire to play the some sport, or ethnic background
- Characteristics of Groups
- Roles – a set of expected behavior pattern attributed to someone
- Occupying a given position in a social unit.
- Norms – generally agreed- upon standards of individual and group behavior developed as a result of member.
- Cohesiveness – strength of group member`s desires to remain
- In the group and their commitment to the group.

Primary Group Definition

The primary group refers to the tiny group whose members square measure closely associated with one another and share an everlasting relationship. Examples of these teams may be members of the family, friendly relationship teams and extremely prestigious social teams. Here members have associate intimate relationship with one another and is characterised by face to face association and cooperation.

Secondary Group Definition

- The Secondary Group area unit additional formal teams whose members perform sure tasks. The Group members don't seem to be showing emotion related to one another and don't get full of the pain and also the pleasure of others. Samples of these teams can be company teams, military, political groups.

Command and Task Group Definition

- Command and Task Groups: A command Group is comprised of superiors and subordinates who do orders on the premise of their authority inside the group. This sort of group is decided through the ranked chart of the organization. Example could be marketing manager having the group of sales personnel under his department.
- Task Group is a group of individuals who come together to accomplish a certain task or a job assigned to them. Generally, these groups are created to capitalize the expertise of different individuals towards the accomplishment of a particular project.

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In group and Out – groups Definition

- In-groups and Out-groups: The in-group are the kinds of teams composed of the people who holds a dominant position within the social functioning. These members can be within the majority and carry prevailing values within the society.
- The out-group refers to those people who are within the sure instances thought-about to be less in numbers and infrequently looked upon as marginal or subordinate within the society.

Team

Team definition – team are small size and have a members with

- Skills who have reached the performing stage
- Different types of teams prepare an organization for different reasons. In this section, I will run through the five different types that exist currently, and look at some of their pros and cons.

Working teams

- Working teams groups that square measure basic to any organization: selling groups, Human Resource groups, Finance groups. They are divided in step with their operate and that they perform current tasks for any organization. In historically, majority of organizations square measure organized in such the way.

Special Purpose Team

- Special purpose groups area unit groups that area unit fashioned to fulfil a special purpose or a one time without work project. These groups embrace operating committees for a selected event, or a committee that comes along to resolve a selected drawback.
- Usually, these groups don't seem to be permanent and that they area unit typically disbanded once the aim of the team is served.

Multi – functional Teams

- These groups encompass members shaped from totally different areas of experience. they will move for a brief term basis or typically they're shaped for good. this relies on the character of the organization they add.
- People with totally different disciplines can provide multiple points of read. Expect innovation and totally different concepts to return out of conferences. Brings out potential in every individual.

Team

Self directed- teams

- Self-Directed teams they need shared leadership and share responsibility of their work. They have a tendency to don't typically see independent groups in corporations and massive organizations; they typically exist in little music teams like bands.
- Members are intended volunteers. Shared goals, objectives and responsibilities.
- They use of teams provides the best of long-term vision and greater
- Flexibility for quicker short-term decisions.

Common Team Behaviors

- There is a basic quandary in operating in teams: every individual contributes, however the result's attributed to the team. If the team is sure-fire, individual contributions might not be recognized, despite however onerous the individual worked.

Social loafing- when individuals within a group hold back what

- They contribute to the group's effort and performance.
- Collective effectualness is that the team's belief that it's capable of organizing and dealing along to achieve its goals. Making collective effectualness may be of a equalization act. If goals square measure perceived as being too straightforward to achieve, members might not feel they need to place in their full effort.

Motivation and Perception

- Motivation and perception are integral aspects of human nature
- Human development heavily relies on motivation and perception as one progresses through various levels as indicated in the Maslow's Theory of motivation.
- Both elements influence how people respond to interaction with those around them which includes the work environment.

Importance of motivation and perception to organizational progress

- Motivation helps in creating a sense of belonging within an organization through creation of positive perceptions.
- The perception of safety within an organization helps to ensure employees can focus on productivity and increase in performance.
- Motivation drives employees towards self-actualization which increases their productivity for the organization.

Conclusion

Motivation and perception have been important aspects of management at Kellogg's allowing the company to enjoy benefits of overall development of its workforce.

The company has been able to channel its vision of enriching and delighting its customer base by incorporating personal growth as a goal among its workforce.

This continues to foster positive perceptions of the company among employees consequently influencing their productivity positively.

Thank you!