

INTRODUCING THE MODERN WORKPLACE-ASSESSMENT 2

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INTRODUCTION

Modern workplace is related to implementation of new behaviors, that supports effective project development process.

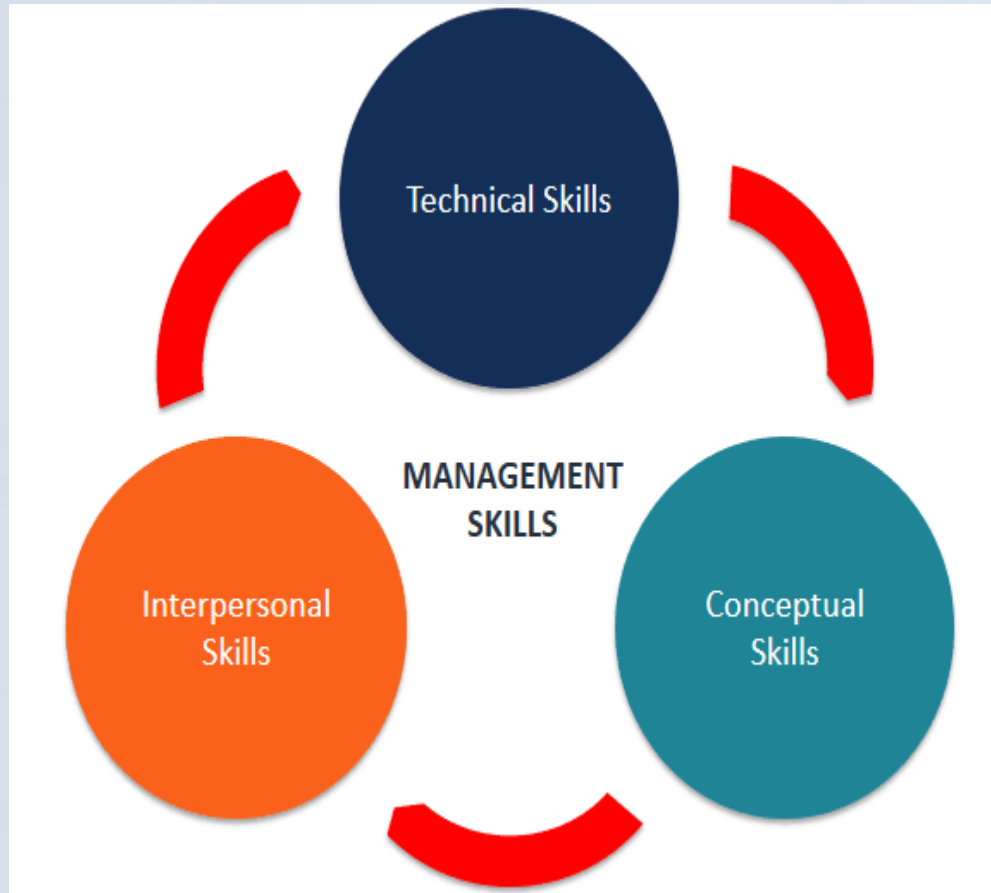
Four major components have been discussed here, which has different impacts corresponding to project development.

Individual components have been analysed because of their background, and certain goals.

These components are:

- Leadership and management behaviours
- Group and team behaviours
- Motivation and perception
- Innovation and marketing

REQUIREMENT OF MANAGERIAL SKILLS



- Managerial skills are one of the important skills, which help in achieving long-term project success.
- It further maintains teams related to project processing (Lekchiri et al. 2018).
- Moreover, management skills also provides with certain steps in order to complete, proper project development.
- These steps are:
 - Identifying and project planning
 - Setting goals and objectives
 - Specifying deliverables
 - Creating project schedule
 - Executing plan

REQUIREMENT OF LEADERSHIP SKILLS

- Leadership skills are important components of management, which is related to successful execution of project plan.
- Leadership skills further motivate employees in order to provide with effective productivity, which helps in achieving business goals.
- Besides, Leadership skills are based on certain theories related to project development.
- These are:
 - Maintaining of integrity and corresponding ethics
 - Building trust among various employees (Elliott et al. 2016)
 - Helping people around the organization
 - Effective decision making

VARIABLES THAT DETERMINE MANAGEMENT AND LEADERSHIP

Time

Money

Resource

There are three variables which determine both leadership and management, these are:

- **Time:** It counts hour of work, which has been done, with correspondence to people working or it counts the amount of work that has been done within deadlines.
- **Money:** Money is needed, in order to conduct proper management (Oral, Kavas, and Ertürk, 2019).
- **Resource:** In order to implement proper management and leadership skills, human resource is needed.

THEORIES INVOLVED IN MANAGEMENT

There are primarily three theories involved in management, these are:

- **Scientific management theory:** It uses scientific analyses in order to check, each development process, which indulges both employees and employers as well.
- **System management theory:** This theory helps in recognizing, best management process, which further helps in optimizing huge function (Fini *et al.* 2019).
- **Contingency management theory:** This kind of management theory helps in identifying factors that might influence organizational structure.

Scientific management theory

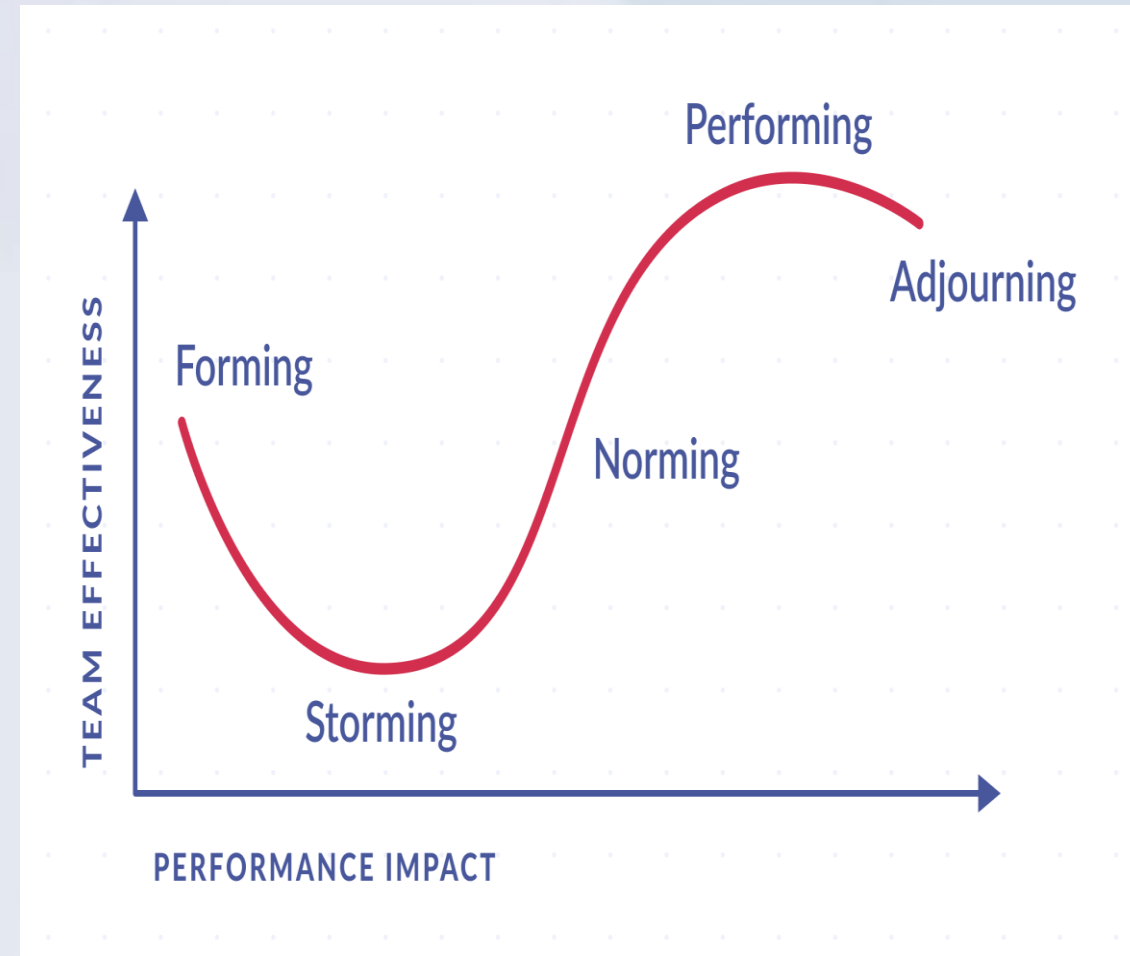
System management theory

Contingency management theory

IMPORTANCE OF TEAM BEHAVIOUR

Team behaviour is an important component that helps in effective project development, it promotes certain attributes these are:

- Work efficiency (O'Leary, 2016)
- Relation improvement
- Accountability
- Learning opportunities



CHALLENGES FACED BY TEAM MEMBERS

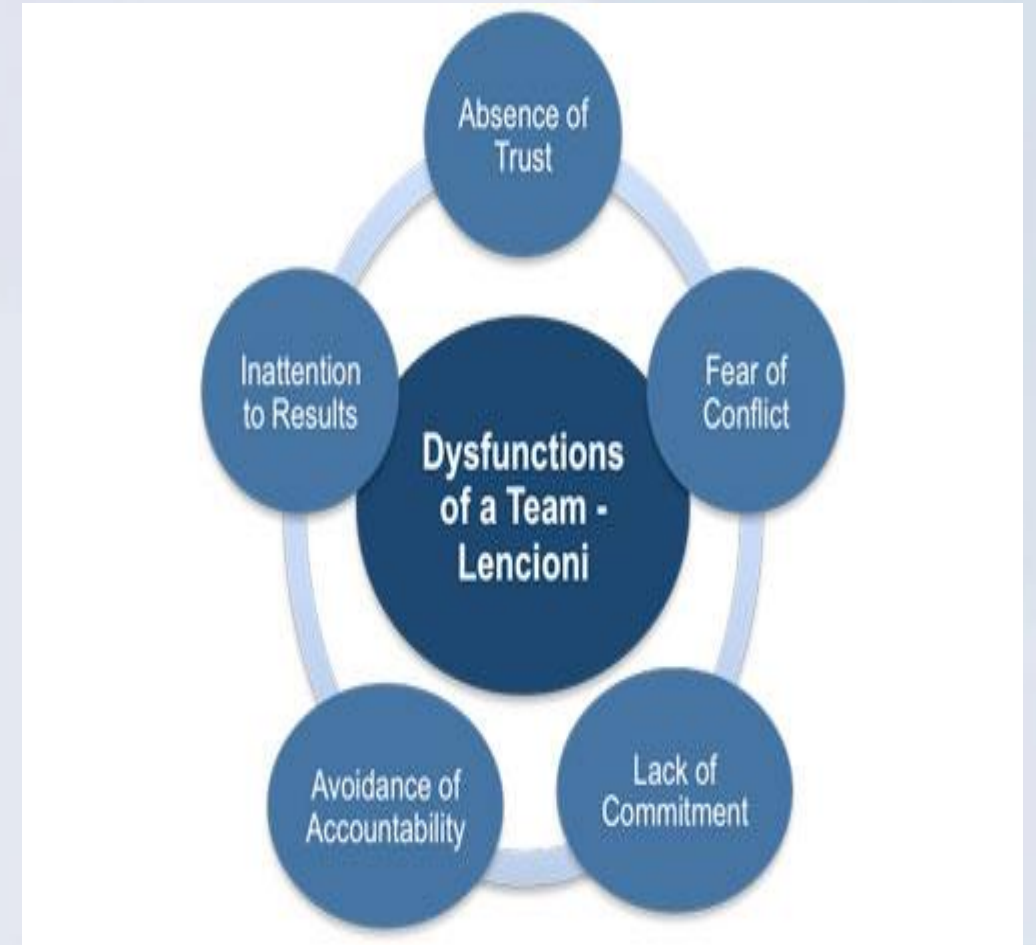
Certain challenges faced by team members are:

- Proper decision making process
- Lack of creativity (Joyce and Paquin, 2016)
- Poor communication
- Ineffective process in group thinking

SOLUTION OF TEAMWORK

This challenges faced by, team members are, mitigated through implementation of team management skills, which includes:

- Communication skill
- Skill development (Brinkworth, 2018)
- Motivating employees



MOTIVATION AND PERCEPTION

- Motivation has significant role in influencing engagement and involving techniques for people in a business organisation.
- Motivation has used in mitigating needs, wants and business growth for successful revenue generation (Kim, Kim, and Holland, 2018).
- Moreover, analysing psychological factors can affect motivation in international business market.
- Manager of LAVAZZA has to focus on factors and affect that improve organisational growth rate to meet purchasing perception views in coffee industry.

REQUIREMENT OF MOTIVATION AND PERCEPTION

- Focus on perceptions of people can bring new ideas and techniques to reduce negative impacts on market development (Mikkelsen, Jacobsen, and Andersen, 2017).
- It has seen that employee of LAVAZZA feels insecure due to globalisation of market development.
- In present coffee industry, motivating employees can improve attitude and behaviour of employees in purchasing new flavoured coffee products.
- Moreover, they unbaled to engage with business operation strictly to provide adequate service to international business operation.
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CHANGE OF PERCEPTION USING MOTIVATION

- Single perception and motivation has not suitable for competitive bossiness industry.
- Application of motivation tools such as rewards, offer, sustainable workplace and training & development can improve motivation process.
- Moreover, communication with stakeholder using social media or mobile application can improve motivation (Lujala, Lein, and Rød, 2015).

SITUATION OF MARKETING AND INNOVATION

Marketing and innovation are key factors in commercial business market that improve business expansion.

Innovation can assist to bring new ideas and concepts effective product development to improve marketing (Buziol, 2018).

Marketing deals with revenue generation and progressive growth rate in international business market.

LAVAZZA faced challenges in sustainable marketing in about 90 countries for sustainable revenue generation.

Management has focused on advanced machineries and production methods to maintain market tradition.

TECHNIQUES AND TOOLS OF INNOVATIVE MARKETING

Managers has to analysis market situation in coffee retail industry to obtain new marketing techniques.

Marketing concepts and techniques can analysis by 4P marketing mix to evaluate new aggressive techniques (Fiore *et al.* 2017).

Sustainable production techniques can improve different flavoured based coffee products.

Looking forward to access unique tools can bring customer engagement systems for formulating team behaviour.



REQUIREMENT INNOVATIVE MARKETING

Requirement of innovative marketing has significant impacts in coffee retail market.

Hence, analysing behaviour and attitude of stakeholders can suggest in selection of specific production techniques.

LAVAZZA can choose organic coffee production and fair packaging to attract consumers (Gureva *et al.* 2016).

Adjusting efforts in reduction of chemicals and treatments to make new flavoured organic coffee can attract stakeholders.

NEEDS OF OBJECTIVES AND GOALS

As per previous discussion, it can state that selection of specific objectives and goals are required for LAVAZZA (Kowalkiewicz, Rosemann, and Dootson, 2017).

Taking decision and apply technologies according to goals can manage organisational market development.

However, clear views and ideas about objectives can improve willingness of stakeholders in engagement process.

Team leaders and staff can easily setting targets to assign growth rate of entire organisation in global market.

CONCLUSION

This present has deals with four key areas of LAVAZZA.

These key areas are *Leadership and management behaviours, Group and team behaviours, Motivation and perception, and Innovation and marketing.*

Several areas and issues has discussed for LAVAZZA to evaluate impacts on sustainable development.

Moreover, strategies and solution methods for four areas has discussed to improve stakeholder engagement and behavioural attitude.

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Thank You

ANY QUESTIONS?