

Introducing The Modern Workplace

The Kellogg's logo is displayed in a stylized, red, cursive font with a thick black outline. The letters are slanted and connected, giving it a dynamic, handwritten appearance. A small "TM" trademark symbol is located at the end of the word. The logo is centered within a white rectangular box.

Kellogg's™



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KELLOGG'S BACKGROUND

- The idea



KELLOGG'S GOALS AND OBJECTIVE

- ◉ Increase its market
- ◉ Bring new product in the market
- ◉ More employment
- ◉ Proper monitoring of material



LEADERSHIP AND MANAGEMENT BEHAVIOURS



SITUATIONAL LEADERSHIP Theory:

- ◉ Telling style
- ◉ Selling style
- ◉ Participating style
- ◉ Delegating style



MANAGEMENT BEHAVIOUR

- Communication between all level of employees
- Managers give incentives to staff
- Managers are required to give training to their staff members



GROUP AND BEHAVIOURS TEAM

- Company's group types
- Tuckman theory of group development Forming
 - Forming; - Storming; - Norming



KELOGG'S MOTIVATION AND PERCEPTION



Maslow's theory of motivation

- Physiological needs
- Safety needs
- Social needs
- Self-actualisation



KELOGG'S MOTIVATION AND PERCEPTION

Physiological needs

- Competitive salaries
- Discounted existence assurance schemes
- Working hours

Safety needs

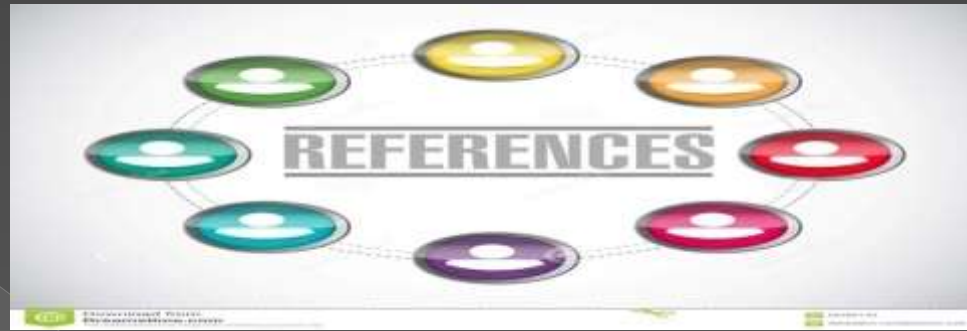
- Safe and healthy working environment
- Flexible working time
 - Part-time job
 - Home working

Social needs

- Special meetings *Huddles*
- Introduce any new employee
- Activities – picnic, parties, lectures

Self-actualisation

- Take the decision from the employee



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*Thank
you!*