

BMSW5102

**Developing
Relationships and
Workplace
Achievements**

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INTRODUCTION

The leadership and management skills [perform a significant part](#) in developing the relationships and workplace achievements in the business organisation (Gu and et.al., 2021). It is very crucial for an organisation to focus on developing relationship in the business firm in order to create a positive working environment. By using various types of leadership and management skills an organisation can effectively achieve workplace achievements. In order to perform this study Starbucks Corporation has been taken into consideration. It is an American multinational coffee house chain and roastery reserves, established in 1971 by Jerry Baldwin, Zev Siegl and Gordon Bowker, headquarters at Seattle, Washington. This report will discuss about the various performance appraisal tools and techniques along with their effectiveness to satisfy the development needs of the individuals. This study will also include the PDP plan with five objectives along with the [feasibility, suitability and acceptability to reach the developing needs](#).

MAIN BODY

[Assess developing tools available to the organisation and explain the extent to which you think they are suitable in fulfilling the development needs of the employees.](#)

The development vehicles refer to the various tools and techniques used by the firm in order to develop the skills and abilities of the employees. The business [organisation focuses on using several kinds](#) of developing tools in order to improve the performance of the organisation along with the capabilities of the employees. There are various types of performance appraisal tools and techniques used by the Starbucks and some of them are mentioned below: -

- Graphic rating scales: - it is one of the main performance appraisal tools used by the Starbucks in their business firm (Abbas, 2020). This tool and technique directly help in evaluating the employee engagement, employee's performance and employee productivity related criteria. The Starbucks use this scale to measure the performance of the employees by providing them particular options on a line or scale to show they feel about various aspects of the organisation. The graphic rating scale indicates the answers selected by the employees on a scale of 1-3, 1-5, 1-10 and many more. The rating of the scale shows the different aspects like excellent, average, poor, meets, does not meet and many more. The use of this tool in the business firm is very important for the Starbucks as it directly helps

in identifying and fulfilling the various needs and development requirements of the employees. It is very significant for the business organisation to analyse the various development needs of the employees in order to meet the individual and organisational success effectively.

- 360-degree feedback method: - it is the tool in which an organisation focus on analysing and understanding the strengths and weaknesses of their employees (Roscoe and et.al., 2019). The main focus of using this technique is to analyse the performance of the employees in order to provide them an effective method to understand the various area where they need development. Starbucks is mainly focuses on using this tools o that they provide strategies to the employees to overcome their weaknesses and improve their strengths effectively. By using this tool Starbucks can provide their support to the employees in identifying their working performance so that the employees can easily develop their skills, abilities, knowledge and efficiency. This tool performs an effective role in meeting the both individual and organisational objectives by taking the feedbacks from the employees in order to improve their performance. It is very important for the business firm to concentrate on taking complete feedbacks of the employees on the basis of their performance in the business firm so that the effectiveness and efficiency of the employees can be developed.
- The BARS: - it denotes to the behaviourally anchored rating scale which is used by the Starbucks in their workplace in order to assess the performance of the new employees or trainees on the basis of their well-defined behavioural patterns (Davidescu and et.al., 2020). By using this tool of performance appraisal Starbucks can easily rate the performance of each and every individual present in the workplace. This tool is mainly used by the Starbucks in order to measure the performance of their new staff members and trainees so that they can easily select the members which are suitable to become their permanent employees. This tool plays an effective role in identifying the various development needs of each and every individual employee effectively. By using this tool Starbucks can easily meet the both individual and business objectives which directly leads to the success for the business firm. This tool supports effectively in identifying the gaps in the performance of the employees and enables the organisation to develop new strategies and techniques to fulfil the development needs.

- Management by objectives: - it is the tool of setting up the various objectives for the employees in order to improve their performance effectively. The Starbucks focus on using this tool in their workplace as [it performs a significant part](#) in analysing the performance of the individuals (Sharma and et.al., 2020). It is very [essential](#) for the business firm to concentrate on aligning the objectives of the individuals with the objectives of the [business organisation in order to reach](#) the business and individual goals effectively. This tool also helps the Starbucks to analyse the clear target and goals of the employees which directly supports in improving the [encouragement of the employees to perform their best in order to attain high level of competitiveness and success in the business firm](#). It is very significant for the to use this tool as it directly supports in identifying and satisfying the development needs of the individual by making them clear about the various objectives they required to perform in the business. The management by objective tool directly helps in improving the performance appraisal strategies for the employer so that they can effectively improve the working practices ad performance of the individuals present in the business firm.
- Human Resource Accounting Method: - it is the tool of performance appraisal used by the Starbucks in order to analyse the skills, abilities and competencies of each and all employees present in the business organisation (Udriyah and et.al., 2019). It is very significant for the business firm to concentrate on using this method in their workplace in order to assess the performance of the individuals effectively. This tools also helps the business firm to analyse the various development needs of the employees and enable the organisation to develop various training and development programs for the employees in order to achieve high level of success effectively. It is very essential for the business firm to concentrate on using this tool so that they can easily achieve individual and organisation success effectively. This tool is highly effective for the business firm as it directly supports the business firm to analyse the various needs and requirements of the employees in order to develop their performance.

[Create a professional development plan for the company with the feasibility, suitability and acceptability to reach the various development needs and expectations of the employees](#)

The professional development plan is developed by the manager in order to analyse the working practices and performance of their employees in order to identify the various important and required skills (Mousa and Othman, 2020). The main focus on the Starbucks to use

professional development plan is to support the career objectives of the employees and needs of the business firm. The PDP helps in meeting the various needs and expectations of the employees by identifying the smart objectives which an organisation is required to achieve in order to improve the business performance effectively. It is very significant for the organisation to focus on developing smart objectives in order to achieve competitiveness and success in the future. The smart objectives of Starbucks are mentioned below: -

- **Specific:** - the objective of the Starbucks is to identify the various development wants and expectations of the individual employees in order to achieve the individual and organisational goals. It is very significant for the business organisation to focus on achieving their objectives effectively in order to develop the performance of the employees (Bag and et.al., 2020). The objective of fulfilling the development needs and expectations of the employees is very significant for the Starbucks in order to make the employees perform with high effectiveness and efficiency. It is very important for the Starbucks to make the specific objectives so that the PDP plan can be developed for the employees effectively. The Starbucks should focus on developing the specific PDP plan so that the objectives of the individual and organisation can be achieved easily. The Starbucks is also focusing on developing the sales and profits of the organisation and for that it is very important for the business organisation to improve the performance of the employees so that the brand can easily increase the productivity of the business.
- **Measurable:** - the objective of the Starbucks to develop the performance of the employees by fulfilling their development needs is completely measurable for the organisation by using various key performance indicators. The KPI's performs an important part in measuring the working performance of the employees which directly helps in analysing the various development needs and remeasurements of the employees. It is very significant for the business [organisation](#) to concentrate on using different types of KPI's like quantitative indicators, qualitative indicators, leading indicators and input indicators effectively. The objectives developed by the business firm should be measurable so that the difference can be measured easily by the employees.
- **Attainable:** - the objective is completely attainable for the Starbucks as they can provide various training and development sessions to their employees in order to develop their working performance effectively (Iis and et.al., 2022). [In order to improve the performance](#)

of the employees it is very significant for the business organisation to concentrate on analysing the various development needs and expectations of the employees. The firm should concentrate on making the people aware about the various counselling and mentoring programs they arranged for the business people so that the performance and abilities of the employees can be developed effectively. The business firm should focus on making the objectives attainable so that the employee can easily achieve high level of competitiveness and success in the business market.

- **Realistic:** - the objective of fulfilling the needs and expectation of the employees is completely realistic for the business firm as these goals can be achieved by the organisation by taking reviews and feedbacks from the employees. It is very essential for the firm to concentrate on making a realistic objective for the business firm so that the target can be achieved easily. The firm should focus on analysing that, it is very important to have realistic goals in the business so that the success and competitiveness in the business can be achieved easily. The possibilities of the objectives help the employees and business firm to create an effective plan to achieve the business and individual target easily.
- **Time bound:** - the main focus on the Starbucks is to achieve the objective of fulfilling the needs and expectation of the employees within 6 months. It is very important for the Starbucks to select a time frame to complete the target so that the firm can easily provide satisfaction and value to the employees (Niati and et.al., 2021). By providing the time duration to complete achieve the objective an organisation can easily provide the clarity to the employees which directly supports the people to achieve high level of success in an effective way. It is very significant for the Starbucks to achieve the objective within 6 months in order to properly use the available resources.

PDP plan: -

Development objectives	Priority	Activities to be taken	Resources Target	Target Start Date	Target End Date	Evaluation
Increase sales	Moderate	In order to increase the sales of the business	In order to improve the sales, the resources	1.12.2023	2.02.2024	In order to evaluate the objectives sales manager should

		Starbucks should focus on using new sales techniques in the business.	required is sales development strategies and sales techniques.			focus on analysing the shift in sales graph.
Develop employee's performance	High	In order to develop employee's performance, the Starbucks should focus on providing training and development sessions to the employees.	The resource required to achieve the objective is training and development sessions, counselling, mentoring and many more.	15. 11. 2023	1. 01. 2024	The human resources manager should focus on evaluating the performance of the employees.
Fulfil employee needs	High	In order to fulfil the employees needs the Starbucks should focus on taking feedbacks from the employees.	The resource required for this is questionnaire surveys, feedbacks.	15.11.2023	1. 01. 2024	In order to evaluate the performance of the employees an HR manager should concentrate on evaluating the working

						practices of the employees.
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CONCLUSION

It is concluded from this report that, management and leadership skills plays an essential role in developing the performance of the individuals and the firm. It is very significant for the business organisation to focus on using various types of performance appraisal tools and techniques so that the working practices of the employees and productivity of the firm can be developed. It is very significant for the Starbucks to concentrate on developing the needs of the employees in order to reach both individual and organisational needs. By developing the professional development plan for the organisation, a company can easily analyse various objectives they required to achieve in the future in order to become competitive in the business market. By developing the smart objectives for the organisation, a company can easily provide the guidance to their employees effectively.

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