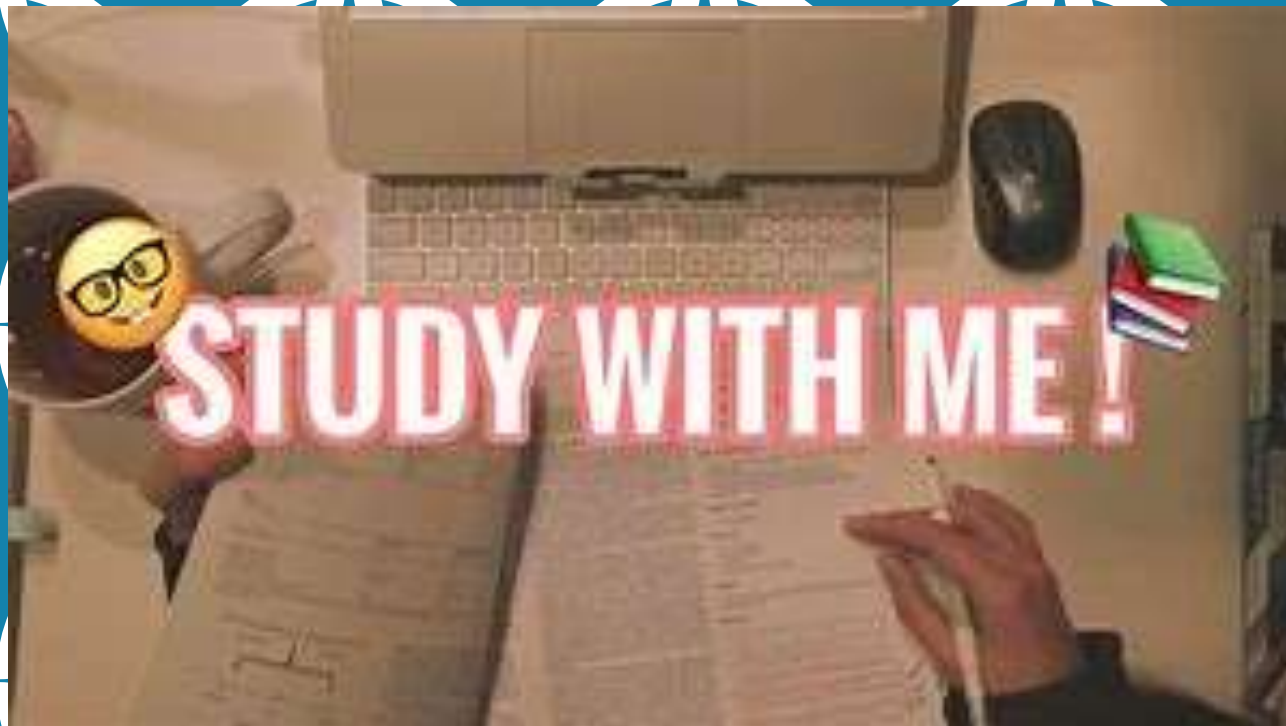




Kellogg's

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OVERVIEW

Our study

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OUR STUDY



This project is a group project to determine the evaluation of the nature of organization and managerial behavior in Kellogg's. In this report ,we have been given task, and distributed equally regarding the collection of literature sources and behavior in Kellogg's.

BACKGROUND OF THE PROJECT AND ORGANIZATION

Kellogg's is a food manufacturing company headquarter in Michigan. The food which Kellogg's producing including toast, cereals, cookies etc.

There are number of brand names, upon which Kellogg's market their products such as flakes, pringles etc.

The biggest of the manufacturing unit of Kellogg's is situated in Trafford.

OBJECTIVES AND GOALS

The company had from the beginning well structured goals and objectives. A business goal is the goal for long term that a company wants to achieve, by setting up the objectives for short term.

Some of the Kellogg's goals for the next 20 years:

“Nourishing 1 billion people with its foods, delivering

Nurturing the planet as it supports 1 million farmers.

Conserving natural resources, from responsibly sourcing ingredients and reducing food waste, to providing recyclable, reusable or compostable packaging;

Encouraging employee volunteerism, ensuring an ethical supply chain and supporting diversity and inclusion;” (Kellogg's Company,2019)

OBJECTIVES AND GOALS (CONTINUED)

Kellogg's objectives were to:

“ Use resources to sponsor activities and run physical activity focused community programs

Increase the association between Kellogg and physical activity

Introduce food labelling that would enable consumers to make decisions about the right

balance of food.” (Kellogg’s Company About,2019).

KELLOGG'S LEADERSHIP BEHAVIOR

Kellogg's company use a clear business strategy focus on extraordinary leadership behavior.

The leadership of Kellogg's is down to earth, and they do the correct things with correct and affective manner to profit their business. Such grounded morals, withstand quick high standards.

Leadership in Kellogg's is like they built trust in their employees, when leaders trust their employees, employees feel familiar and motivated.

Kellogg's leaders needed to communicate objectives for people with total clarity and give their people a sense of pride and importance (hunter Roberts).



MANAGERIAL BEHAVIOR AT KELLOGG'S

Kellogg's have been successful to motivate their representatives to achieve their own targets. The managerial behavior of Kellogg's is focusing on how to make the representatives, been interested in their products and services.

In the Kellogg's company one of the managers role is to identify employee and give them opportunity to be able to advance on the career leaders and to develop them skills.

Kellogg's use motivation as marketing strategy, they are encouraged to speak and listening positive about them colleges and focus on their strengths.



PROJECT TEAM'S TEAM BEHAVIOR

Without an effective team, It is not possible to make profit regarding sales, and market share. It is important to build a healthy group and team behavior when any organization is working in international market. Group are an essential feature of any organization (Mullins , L, J. and Christy G.2013).

The team of Kellogg's is working for the transformation of ideas and reality. The team behavior is completely opposite to the workplace inequalities and bullying.

Kellogg's is finding women to be involved in the business. In 2017,

they have engaged with many women empowerment program and in 2018, they organized programs to engage

more and more people towards Kellogg's (Turner, 2016).



MOTIVATION AND PERCEPTION IN ORGANIZATION.

In order to achieve their objectives, Kellogg's is working as an employer quite sufficiently. Kellogg's is working over new strategies and motivation techniques to approach motivational activities.

The huge number of workforce helped Kellogg's to complete their work on time.

Two practices which Kellogg's has used to deploy motivational ethics in employees are:

Scientific management

Make a great place to work

Scientific management: according to Taylor, the monetary reward system helped Kellogg's to motivate their employees. All the employees work for their personal employees.

hence it is important to motivate employees to work towards the objective of Kellogg's.

CONCLUSION



In conclusion of the above presentation it can be concluded that Kellogg's company is a trusted company, they achieve their own targets and they offer a great place to work.

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THANK YOU