

Module: LCBB4003
Introducing The Modern Workplace

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Group Report

HARRODS

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Introduction

The workforce of any organisation is identified to be one of the most essential resources of a business. For carrying out different organisational processes and functions, the requirement of effective participation of individuals is imperative. Most of the times, these individuals require working in a team so that their efforts and responsibilities are integrated to achieve targets crucial for organisational performance enhancement. While working in a team, there are various aspects which are needed to be accounted for ensuring that the project is completed and the expected results are derived. Therefore, establishing clear purpose and objectives may be necessary. Moreover, proper leadership and management is another crucial aspect in order to provide direction to the team members regarding the objectives to be achieved and the processes which would be suitable to adopt (). Proper behaviour of team members is also crucial to coordinate with one another and it is necessary that they remain motivated to carry on with their assigned responsibilities. This report discusses in details these wide aspects of working in a project.

1.Kristina Kushlova – Student ID: 1909417

Background and outline of the project and related organisation

The company in discussion is Harrods, which is one of the most popular departmental stores located in London. The company in discussion has been able to garner a reputation for itself as one of the most sought after luxury stores available in London. The large and spacious luxury store, covering an area of 90,000 m, which offers more than 5,000 brands is one of the most sought after departmental store within UK (Harrods Careers, 2020). It is known for high quality products and the target market is the higher class. Hence, it is one of the most expensive companies as well. According to (cosmeticsdesign-europe.com, 2020) the organisation in discussion is worth 2 billion British Pounds. Being one of the largest stores, it requires significant workforce to manage different sets of activities necessary to keep the store running. Currently, the organisation employs an approximate of 12,000. Being one of the most sought after lifestyle based departmental stores, it requires ensuring that the high expectations of the customers are fulfilled constantly. Therefore, it is regarded important by the company that the best and skilful individuals who would be able to understand different sets of customer needs and provide them with high standard services. Therefore, the employees coming from varied backgrounds are provided with opportunity to enhance their capabilities.

In order to hold on to its reputation of being the market leader luxury brands, the company has been focussing on employee engagement approaches. It has been strategizing on undertaking and implementing appropriate and healthy working culture with the intention of having better brand image and value. In order to do so, there are different sets of projects which are generally undertaken by the company. One of the major mission statements of Harrods is to manage sustainable growth by taking into account that giving back to the skilled employees is necessary (Sethi and Bafna, 2018). The mission statement is, thus, tried to be aligned with focussed strategies as well as operating principles to strengthen the base of the business further. Therefore, it is tried and managed that the projects which are developed are in line with the vision and mission of the company.

While most business organisations are determined on maximising their profits, the company in discussion has successfully diverted its focus from the economic aspects to social aspect when it comes to making business decisions. In order to carry out sustainable practices, effective team cooperation in different sets of projects are identified to be the major requirements (Taylor, 2017). One of the major practices that the company follows is building skill sets of employees in ensuring that better quality goods are manufactured from organically sourced materials.

For instance, in case of **Kristina** it may be seen that she has been associated with the organisation and she has witnessed that there are constant efforts taken to communicate the objectives and mission of the company with every member. The aspect of sustainability is taken seriously and therefore, there have been conference sessions conducted in order to tell them regarding the monitoring system of the supply chain and manufacturing (Gowdy and Winston, 2016). The set goals of achieving sustainability are tried to be communicated through various measures to ensure that every employee within any undertaken project is on the same page.

According to (Boppert ,2017) it is important for any corporation to have obligations towards economic, ethical, legal, and philanthropic aspects. With consideration to all these aspects, it may be ensured that the organisational functioning has successfully eliminated any kind of social or moral complications and it is functional within the market with high ethical image. In regards with the CSR theory, the economic responsibility of a corporation is to make money. This is identified as the key for business survival. It is argued that without adequate economic resources, there would be no business function and hence no ethics. In regards with

the legal responsibility it is essential that companies adhere to the pertaining rules and regulations. It is essential for any company to incorporate in its policy the regulations and acts which are necessary to comply. This also provides a better scope for any company to be able to attain a substantial reputation and avoid any legal consequences by eliminating any chances of controversies.

Moreover, in respect to the ethical responsibilities, it is important for any company to be able to ensure that even though not legally bound, companies are selecting the right thing to do. This enhances scope of the company to obtain a better reputation among the stakeholders. Additionally, in respect to philanthropic responsibility, it is important that the organisation in question is able to adapt certain practice which gives back to the community (Lohmann *et al.*, 2019). These activities generally are independent and not linked with the day to day functions. By carrying out these aspects, the overall credibility of the company as a responsible entity is tried to be established.

This, in regards with the mentioned theory of CSR, the Harrods also tries ensuring that these varied aspects are met strategically by the company which would enhance its brand image, and ensure that the overall productivity of the company is increased. Therefore, one of the recent projects require employees to develop skills for proper monitoring of the efficacy of the CSR mechanisms. It is essential to have detailed reports regarding whether the processes undertaken by the company are effective enough to influence the stakeholders in most suitable manner or not (Norman, 2018). Therefore, it is essential that more engagement of the employees is facilitated who may be able to look after different aspects, particularly the high purpose of the ethically availed raw materials for production. Moreover, the impression on customers and their expectations are also essential to be identified. The business in discussion carries out surveys for proper identification of the issues which are prioritised by the employees hired by the company. Keeping all these aspects in concern, it is seen that there are substantial teams allocated who are in continuous efforts to ensure that the employee engagement programs undertaken by the company for enhancing its overall sustainability in the market is achieved properly. It is also tried and ensured that they are able to successfully integrate the aspect of sustainability in their long term functioning.

2. Jolanta Wiececzek - Student ID: 1909652

Goals and Objectives of Harrods

It is evident from the discussion from the above mentioned section that Harrods is one reputed brand which is in continuous effort of improvement. Therefore, one of the major visions of the company is to improve its sustainability by engaging the employees. Hence undertaking strategies and procedures which requires participation of the employees is one of the most evident practices (Chapter, 2017). However, in order to successfully integrate such practices in the business operations and attain positive results leading to better brand image, a proper and focussed approach is regarded as crucial. One of the steps that the organisation needs to take into account is that the processes which are undertaken are systematic and well-formulated. Therefore, setting goals for the programs developed is essential. It is essential that the stakeholders engaged are encouraged and motivated. With a proper target or objective being set, there are higher chances of the individuals to have better understanding about the steps necessary to be taken. Particularly, while working in a team, it is essential for every member to ensure that their efforts and procedures are properly integrated (Acquier et al., 2018). Having a set objective ensures that every member of the team is on the same page and has better clarity regarding the purpose of the project undertaken.

According to the stakeholders theory it has been suggested that any firm is required to create value for every stakeholder involved, not just the shareholders. In regards with the same, Harrods ensures that apart from focussing on enhancing its profitability, appropriate CSR practices are also adopted, which contribute to the community, environment, as well as internal employees in different context (Chopra, 2017). However, these sustainable approaches are also more often than not are diverse. Therefore, providing a clear set of objective and purpose is likely to ensure that the results obtained are effective,

Thus, it may be seen in case of Harrods as well, that the company has been considering monitoring the engagement of employees for fostering good relationship with the internal stakeholders, as well as with the customers. In order to do so, it has been recognised that building a team and providing them with appropriate training in monitoring and evaluation may be suitable (Isaacs et al., 2019). Thus, the foremost step which has been taken is to educate the employees regarding the purpose, the expected results and the procedures needed to be followed in order to facilitate the project successfully. In order to ensure that the employees are on board with the expectations and set targets, it is essential to convince them regarding the efficacy of the practice undertaken.

A proper employee engagement may be obtained only when they are convinced regarding the long term result that the project may build. Therefore, the foremost step which has been taken is to ensure that they are provided with detailed account on how these ethically resourced ingredients will benefit the farmers as well as the environment, health of customers, and so on. In regards with the same, one of the most popular practices is that the sustainability is incorporated in training and on-boarding sessions which prepares every member to anticipate active involvement in sustainability efforts.

Harrods always aims to become the number one retailer in the global market of luxury brand by always meeting the expectations of its clients and customers. By striking the tight combination between eccentricity, innovation and products the company sets the goals of providing an excellent buying experience to the consumers. Over the past 162 years Harrods has worked hard in setting goals for supporting its key brand values - service, British, sensation, innovation and luxury. The only aspect that sets the company or brand apart from other competitors in the market is its capability of exceeding the expectations. The retailer has been providing home deliveries to the consumers since 1849 and has been observed to be quite apt and fast in adapting with the changing demands and marketing patterns. Harrods has not only targeted but fulfilled its goal of establishing a robust online presence (Herrod, 2017). The company is observed to use social media extensively for carrying out internal communication, engaging with the external environment and conducting suitable selection and recruiting processes. The retailer has worked upon its HRM practices and has enhanced them for expanding its services and opportunity for employment. The primary objective of the company is to have a clear understanding of the vision associated with customer experience in order to determine the future model for business operations. For fulfilling this objective Harrods is continuing with its improvements and developments (Herrod, 2017). After the BREXIT referendum the company focused on increasing its international sales and demands to keep their business afloat. In this manner it used various possible means to carry on with their goals of delivering exceptional performances to the customers. Harrods emphasizes on the target that exceptional service is necessary for ensuring appropriateness of the interaction process. The company is accepting every challenge and fighting out to present a unique and innovative way of retaining wide range of global customer base.

Jolanta shares her experience stating that when she was joining the company in discussion, there were several training sessions where it was tried to be communicated that the company

has been focussing on developing a more sustainable image in order to have positive impact in its functions (Moorhouse and Moorhouse, 2017). In addition to this, training sessions have been provided to the employees in order to enhance their skills as well as motivation which would allow better engagement of the employees. The standards for quality monitoring has been tried to be maintained since it is recognised that luxurious quality is the USP of the company. Thus, there was a prior idea regarding potential involvement in such projects (Boppert, 2017). Moreover, the training also contributes in enhancing overall skills and motivation of the employees as well. On the basis of the above mentioned discussion it might be stated that the undertaken sustainability practices are regarded to be important by the company. In order to achieve the same appropriate training is developed and knowledge is tried to be exchanged. Thus, teams involved have better clarity regarding the processes needed to be adapted for appropriate functions in the long run.

3. El Maski Khadija – Student ID: 1818675

Leadership and management behaviours

The concept of leadership and management is often confused by many as the same. However, while they are usually used hand in hand, management and leadership are two different concepts. A manager is not necessarily a leader. In fact, in research conducted by Gallup, the reason that most people leave a company is that it had a bad manager. Being a lousy manager can be compared to poor leadership. As such, good leadership refers to the way, good managers behave in a way that they earn the trust of employees and, ultimately, the success of a company. In the modern workplace, organizations realize the importance of having both active management and effective leadership for the overall success of the company.

According to (Alaghtani 2014), leadership is complex and multidimensional. It is a behaviour, skill, process responsibility, or an experience and is regarded as a function of management. It has also been defined as the position of authority that one holds that can influence others (Alaghtani, 2014, pg. 73). With various definitions being given, leadership encompasses the social influence of others to achieve a common goal and vision. As such, there are multiple characteristics that leaders always portray, including integrity, selflessness, having a vision, risk-taking, team working, productive communication, transparency, and accountability (Alaghtani, 2014, pg. 74).

Great leaders should always exhibit integrity, as they always put the interest of the company and everyone in it first. Their decision and behaviour are guided by moral values and aims at placing quality and forefront. Such leaders acknowledge mistakes and accomplishments and motivate people to be better every day. The language that leaders use is a language that convinces employees and other stakeholders. As skilled communicators, they convey communication through open channels. They outline objectives and visions of the company clearly and find ways to achieve them. Good leaders also understand that decision making is a complex process and that it requires collective effort among all people (Batool 2013, pg. 84). As such, an effective leader consults with others before undertaking significant decisions. They have no boundaries regarding consultation, even with junior employees, as they are willing to take risks on behalf of the organization.

Most importantly, a good leader is transparent and accountable. They are always undertaking actions that are known and unquestionable. They lay facts and figures on the table so that everyone can follow without doubts. Whenever subordinates make a mistake, good leaders ensure that they are accountable for their actions (Maxwell, 2013, pg. 4). Similarly, they are willing to admit when they make those mistakes and hence work towards correcting them. This, in turn, creates a sense of responsibility within the company and therefore many factors will influence the success of a business, whether it is large or small- Leadership is one of these factors. A company can adopt various leadership styles, and hence leadership styles vary from one company to another (Nanjundeswaraswamy & Swamy, 2014, pg. 57). One of the most common leadership styles is transformational leadership. Transformational leadership is a kind of leadership where one focusses on increasing employee motivation by looking into their needs and linking them to the organizational values (Landhes et al., 2014, pg. 97). Transactional leadership, however, is a kind of leadership that promotes success through organizational goals, supervision, and the use of rewards and punishment. As such, this kind of leadership is task-outcome oriented. Transactional leaders set goals, provide guidance, and convey what is expected to members, as well as how they will be rewarded. Most companies, however, refer to transformational leadership or a blend of both. In a study conducted by Afar et al. (2016), in an attempt to find out which type of leadership is more effective between transactional and transformational, found that transformational leadership positively affects entrepreneurial behaviour, especially when there is psychological empowerment. On the other hand, transactional practice was found to negatively influence entrepreneurial behaviour (Afar et al., 2019, pg. 332). However, in another study conducted

by Hussain et al. (2017), transactional leadership has also been found to be beneficial as it promotes creativity and promotion, Hussein et al. argues that organizational leaders must be creative and able to develop a culture of innovation by allowing people to come up with ways of negotiating, generating new ideas, communicating and collaborating to have a competitive advantage over others.

Aristocratic leadership is also another style of leadership that a company can adopt. Aristocratic leaders are those that make decisions their way as they rule with an iron fist. However, this style has been shed off with time because it has been found to cause detachment and leads to issues among employees. Contrary to this, the democratic leadership style allows employees to make decisions autonomously. This style recognizes that employees can make mistakes, but that managers will have faith in their employees.

Many companies like Harrods have mastered the art of combining the various leadership styles to achieve their organizational goals and visions. Harrods has mixed elements of transformational, transactional, and democratic leadership styles in its management. Harrods considered having a hierarchical organizational structure, which they hoped would create a flatter system. Having a central authority would enable the organization to have a transparent chain of command and, as such, make decision making as well as supervision easier. Harrods, through transformational leadership, recognizes the importance of establishing trust with employees because it believes that management cannot do things, but must rely on employee trust and decision-making processes. The management listens to the employees' ideas and devices and uses them to improve the company. It has therefore established an organizational culture that is trustful and respectful, something Harrods is proud of. Senior managers at Harrods are highly visible and considered role models. The managers are committed to engaging employees as well as stakeholders so that it thrives.

Elements of democratic leadership style at Harrods is seen through mentorship programs. The mentors and coaches act as guides to the less experienced in the organization. This mentorship takes place through open channels that allow for feedback and advice, both in formal and informal engagements. Even as Harrods focuses on employees, managers at the organization can develop leadership skills that enable the building of relationships. At Harrods, employees can sit down over a cup of coffee to discuss objectives and how to satisfy those objectives. This shows that even if out of the workplace, employees and supervisors

have built strong relationships with one another. Managers at Harrods also meet regularly to share ideas and issues. The overall head retail manager, for example, complies with all other retail managers to share insights as well as evaluate plans regarding operations and hence strategize. As transactional leaders, whenever supervisors at Harrods spot talent, it pushes those employees in the right direction so that they can contribute positively to the development of the company.

With their exemplary leadership and management, Harrods' reputation has continued to expand extensively. It is for this reason that it has been in business for more than 160 years. Guided by its core values of sensation, innovation, British, luxury, and service, Harrods understands that management is all about effective leadership.

To conclude, while there are many types and leadership qualities of leadership, it is a combination of all of them that yields the best results. Harrod and companies in the same bracket have been using the same techniques to achieve the levels of success they are at, and only by implementing a hybrid leadership system, a company can reach its true potential

4. Daniela Gavrilova - Student ID: 1909556

Group and team behaviours

Group and team behaviours are important in companies. With constant work pressure and multiple operations and functions, it has become an integral part of organisations. It is relevant to state that positive team and group behaviours help an organisation to thrive. It helps to conduct project activities in an effective manner. A team consists of shared purpose with a commitment to carry out assigned work. Team members possess performance goals with skills that complement each other. Members have the knowledge regarding the way a work need to be performed. Team members need to be responsible towards respective work activities. Compared to individual tasks, teamwork helps to complete tasks efficiently and faster. On the other aspect, it helps to deal with overloaded duties and responsibilities. However, a company needs to ensure that assigned work activities suit the expertise and field of interests of team members (Widmannand Mulder, 2018). Harrods give much importance to group and teamwork. In order to conduct project management, the company ensures that assigned members develop relationship with each other. It helps to develop positive relationship, helpful to have shared goals and responsibilities. The particular company provides development sessions to encourage teamwork. It proves to be effective in improving

employee relations. It helps in increasing accountability as employees attempt to understand each other and offer assistance as per necessary. However, scopes of peer pressure is high as well within team and group work (Lecouteux, 2018).

Harrods understand managing and assembling a team in an organised manner requires skills. Every teams and groups experience problem such as internal conflict, difference of opinions and perceptions, problem due to diverse work pattern, language barrier and so on. Certain individuals are socially sensitive, find difficulty to express individual opinion. On the other aspect, members who have dominant nature tends to give less scope to other individuals. Harrods company ensures that each working member possess same opportunity to express individual opinion and participate in group work as a team (Boppert, 2017). For instance, **Daniela** works in the marketing and sales department. Initially she experienced difficulty to express her problem and opinion with others. During the time of pressure, she was further enabled to place her perception and suggestions regarding concerned work activities. Other team members considered her unable to communicate. However, a senior manager realised her problem and encouraged her to communicate with her team members. On the other aspect, the manager asked the team members to interact with Daniela. With time, it helped her to open up and put aside her doubts and inhibitions.

“I am thankful to the company for believing in me and helped me to put aside my inhibitions to work with others. The step helped me to become confident with time and effort. The initial assistance has really helped me to overcome my lack of confidence and work as a marketing manager in the company at present”.

However, it is important to understand that team formation takes time. Initially a group occurs consisting of members, with differences. Individuals tend to focus on individual development and interests. In teamwork, members develop a connection and demonstrates mutual understanding. Tuckman’s theory of team development is helpful to assess the way a team comes together and carry out activities. The theory demonstrates five key stages of team development, forming, storming, norming, performing and adjourning (Reicher *et al.*, 2016).

In the initial stage of forming, little agreement occurs among team members. Internal conflicts, misunderstandings, communication gap and so on are inevitable. Certain members give less opportunity to others to speak. Lack of clarity concerning work purpose is an issue.

With vague direction and guidance, further problem occurs. However, communication is necessary. Harrods asserts that internal problems are common. Despite the fact, a team needs to make effort to identify respective job roles and duties. Conflict continues in the storming stage. However, in the second stage, team members tend to have clearer idea regarding concerned project purpose. For instance, a member acts as a leading individual and help in determining task roles to the people (Black *et al.*, 2019). Power struggles occur within members, for instance conflict regarding leadership role, selection of work preference and responsibilities. In the third stage, members start to come to agreement with consensus. Members possess clear idea concerning individual work roles and focus on its facilitation. In Harrods company, encouragement is provided to team members to understand and appreciate each other's differences and work accordingly. It helps members to learn to complement each other's work and conduct an assigned work.

Daniela expresses, "I have experienced challenges while working in teams. In certain situations, my experiences have been harsh. However, I realized the need to focus on the positive side of criticism and consider it as a method to improve myself. The Harrods company helped me to stress on the positive experiences while working. I can confidently say that the approach has certainly helped me to deal my shortcomings and improve as a marketing and sales manager."

In the performing stage, team members possess clear visions, understand the purpose of an assigned work. Team members stress on the achievement and deal with delegated tasks accordingly (Taylor, 2019). The last stage is the adjourning where the task is completed, team members have positive feeling of achievement and recognize teamwork. However, companies need to understand that a time with diverse individuals possessing varied level of competence, ability, expertise leads to productivity. Focusing solely on the talented employees do not guarantee productivity (Natvig and Stark, 2016). A diverse team consists of members with varied individualities.

Collectively speaking, it helps to experience team growth and development. At the same time, it helps members to experience individual development. It is essential to state that the Harrods focuses on overall improvement and development of a team as a whole. For the purpose, the company stresses on thoughtful measures to ensure diverse teams. At the same time, the company ensures that team members appreciate and value the importance of

diversity within teams. The company encourages individuals to work as teams and conduct project activities. It helps in putting aside individual differences and work together.

5. Semra Sadul - Student ID: 1909207

Motivation and perception

Perceptions and motivation are psychological factors that influence individuals in decision making. It helps in influencing behaviour which in turn encourages individuals to work in an effective manner. An individual with positive psychological condition would show good work performance instead of individuals with negative perception. It is essential to state that a company possess the responsibility to increase positivity within the workplace. In the long run, the two factors help to enhance a company's sustainability. For instance, an individual with high motivation would tend show increased productivity. He/she would show willingness to work and stay in the company without considering company change (Touré-Tillery *et al.*, 2018). On the other aspect, a company would succeed in employee retention and avoid additional expense of employee recruitment and hiring. It is essential to state that social perception influence organisation behaviours. An individual's perspective regarding an organisation impact his/her performance. A company needs to ensure that its working individuals develops positive perspective regarding respective work activities and the workplace. It is worth stating that perceptions impact motivation. For instance, motivation occurs if an employee realise that there are scopes of career progression and growth. On the other aspect, a company which fails to give career opportunities, employees would have low motivation (Moorhouse and Moorhouse, 2017). Harrods understand the importance of employee motivation ad perception. Further speaking, good employee motivation would result in positive perception which encourages employees to show dedication and attention concerning work.

Semra has expressed that working in the Harrods has helped her to gain experience. "I enjoy working in the company. It has helped me to grow and advance in my career. I joined the company as a junior associate. However, I work as an operations manager. For instance, I take part in product development and its introduction in the market. I am responsible for designing a new product. The company has given me the scope to learn as per my convenience. Instead of dictating the strict guidelines and methods of fulfilling a work, I have the scope to experiment new products and give opinions about product design. I am satisfied and happy to work as an operations manager."

As the Maslow's theory of motivation demonstrates, a company needs to consider several needs to enhance employee motivation. Psychological, safety, social, esteem and self-actual needs. Psychologically speaking, a company needs to offer needs to ensure employee motivation. Harrods gives competitive pay for standard living. The company's employee benefits schemes are present as per employee convenience. It includes cash alternatives, insurance, childcare vouchers and so on. It helps employees to acquire motivation to offer quality work. Safety needs refer to job safety and security, positive workplace and so on. Harrods understands the importance and ensure safe work environment, offers job security. Employees have the option of taking break for personal development and resume work, helpful to maintain work-life balance (Acevedo, 2018). The social needs state that an individual need to experience a sense of belonging, a valued team member. The Harrods ensures that all working individuals have positive feelings towards the workforce. Therefore, with the help of employee engagement, a better and effective work environment is tried to be built which values participation of every member coming from different backgrounds.

For the purpose, the company makes effort to provide work activities that enhance individual and team development. Employees have the opportunity to receive appreciation and develop a sense of belongingness within the company. It helps employees to generate work interest and contribute towards company performance. Communication is considered as an integral part within the organisation. It encourages employees to maintain transparency with each other and with the company. Employees possess strong self-esteem. Companies need to understand the importance of treating employees with respect. Employees need to feel that the company values their contribution (Fallatah and Syed, 2018). For instance, Harrods give appraisals to employees. The company values and appreciates qualities such as positivity, seeing best in others, appreciating diversity and so on. Self-actualisation focuses an individual's intellect, sense of fulfilment, target achievement, carer growth and so on. It is relevant to state that the company considers the need of self-actualisation. Harrods offers employees the scope to take challenging work projects. It motivates employees to take charge in critical decision making, project completion and so on. Companies need to have the insight of helping employees to experience growth and improvement (Simplebooklet.com. 2020). It encourages employees to deal with individual drawbacks and problems and give quality work to the company.

Semra has high satisfaction working as an operations manager. “The work environment of Harrods is such, it has helped me to work on myself and acquire expertise in the process. I received assistance and guidance. However, the company always encourage me to try and work on my skills. Along with good pay scale, encouragement to work together with each other, appreciation of diversity, several factors have helped me to develop motivation. Working with the company has certainly helped me build my confidence and look forward for career progression within the organisation.”.

Harrods make constant effort to ensure motivation and perception. It helps to maintain a positive work environment and work culture. Many companies fail to understand and acknowledge the importance of the two psychological factors, hence fails to retain employees in the long turn. It leads to additional cost and expense. A company needs to understand that employee motivation and perception play useful roles in enhancing employee performance and drive company performance as a whole.

Conclusion

In conclusion it can be stated that understanding a project is necessary. It helps an organisation to determine steps to be taken to conduct work activities in an effective manner. The report demonstrates that goals and objectives are necessary to have clarity about a work. It helps to understand the approach suitable for performing a work. Proper leadership and management is necessary for the purpose. A good leadership helps to ensure proper group and team work as well. However, a company needs to make effort to ensure that employees and staffs develop positive attitude towards each other. Good teamwork is effective to conduct a work efficiently and within time.

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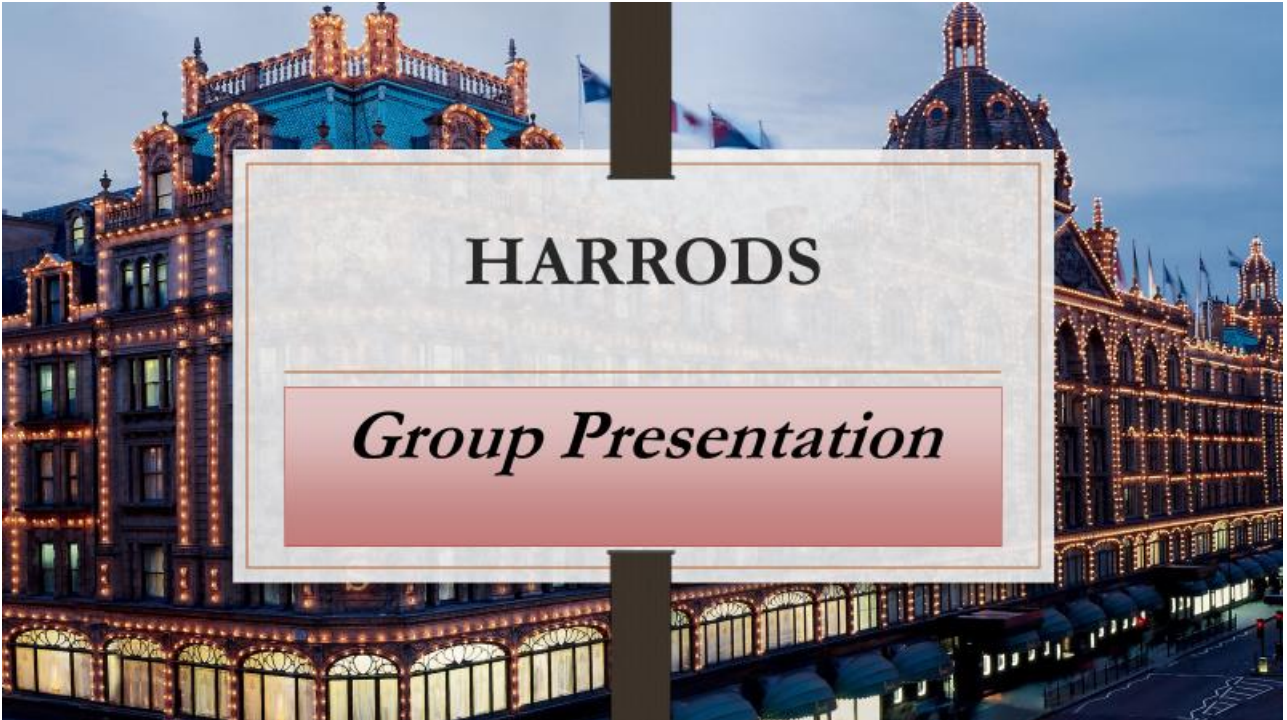
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APPENDIX

A photograph of the Harrods department store in London at night. The building is illuminated with warm lights, and its iconic architecture, including the central dome and ornate facade, is clearly visible. The sky is a deep blue, suggesting dusk.

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Group Presentation

A photograph of the Harrods department store in London at night, similar to the one above, showing the illuminated building and its central dome.

Group Members:

1. Kristina Kushlova – Student ID: 1909417 - Background and outline of the project and related organisation.
2. Jolanta Wiececzek - Student ID: 1909652 - Goals and Objectives of Harrods
3. El Maski Khadija – Student ID: 1818675 - Leadership and management behaviours
4. Daniela Gavrilova - Student ID: 1909556 – **Team Leader** - Group and team behaviours
5. Semra Sedul - - Student ID: 1909207 - Motivation and perception

HARRODS

Overview

This PowerPoint presentation comprises of background and outline of the chosen enterprise Harrods

Secondly, goals and objectives would be identified

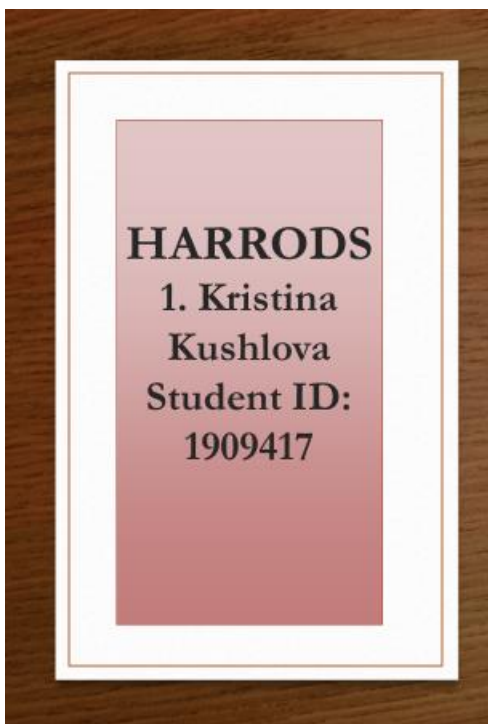
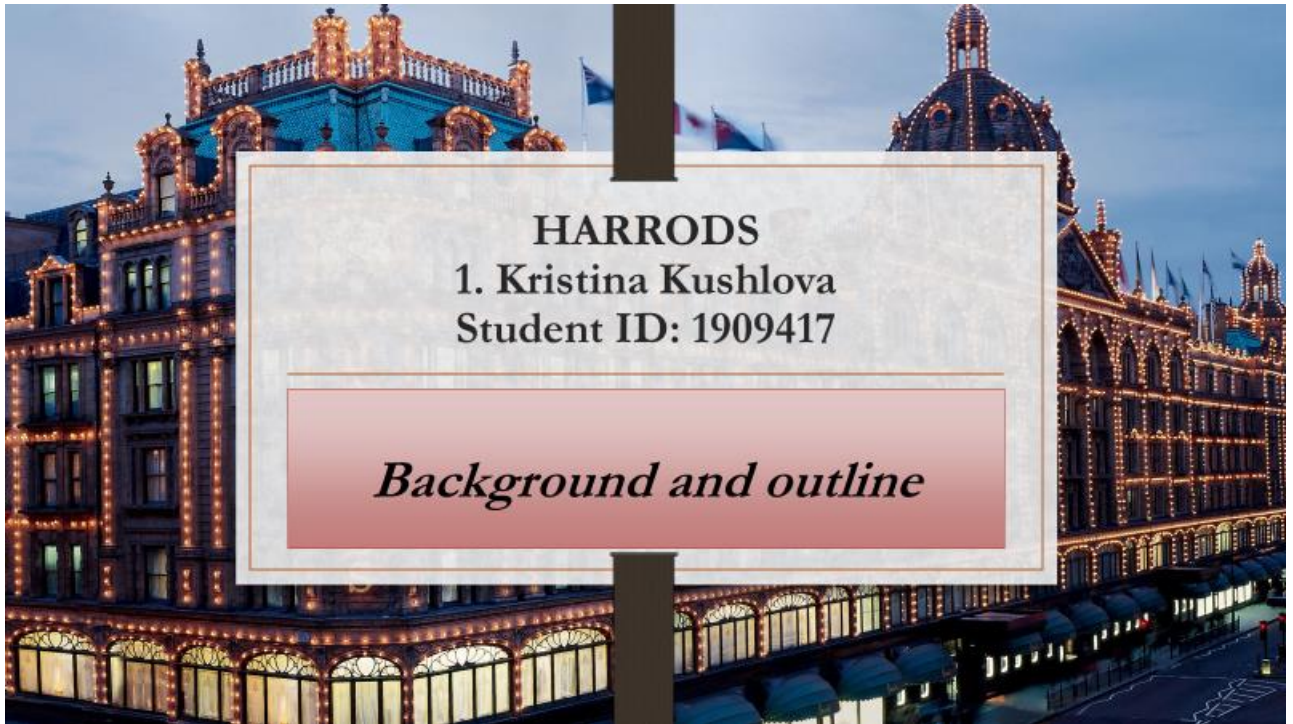
Thirdly, determination of team behaviour would be explained

Last but not the least, motivational factors and perception would be discussed

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- The workforce of any organisation is identified to be one of the most essential resources of a business.
- Most of the times, these individuals require working in a team so that their efforts and responsibilities are integrated to achieve targets crucial for organisational performance enhancement.
- While working in a team, there are various aspects which are needed to be accounted for ensuring that the project is completed and the expected results are derived.
- Therefore, establishing clear purpose and objectives may be necessary.
- Moreover, proper leadership and management is another crucial aspect in order to provide direction to the team members regarding the objectives to be achieved and the processes which would be suitable to adopt





Background and Outline



The company in discussion is Harrods, which is one of the most popular departmental stores located in London



It is one of the most luxurious stores that is currently situated in London which is covering most of the 90,000 square km



It is known for high quality products and the target market is the higher class. Hence, it is one of the most expensive companies as well

HARRODS

1. Kristina
Kushlova
Student ID:
1909417



Background and Outline



The organisation is worth 2 billion British Pounds and thus required impactful workers



It is one of the largest store which have most number of labours still requires a lot more



Currently, the organisation employs an approximate of 12,000



The expectations of the consumers are relatively larger

HARRODS

1. Kristina
Kushlova
Student ID:
1909417



Background and Outline



Being one of the most sought after lifestyle based departmental stores, it requires ensuring that the high expectations of the customers are fulfilled constantly.



Therefore, it is regarded important by the company that the best and skilful individuals who would be able to understand different sets of customer needs and provide them with high standard services.



Therefore, the employees coming from varied backgrounds are provided with opportunity to enhance their capabilities.

HARRODS

1. Kristina

Kushlova

Student ID:

1909417



Background and Outline



This company is currently involved in engaging its workers in order to enhance the reputation of the enterprise



Several strategies and techniques are being implemented to manage health work environment and culture



This is because their major mission is to possess sustainable growth and development via focussing on its vision and mission as well.

HARRODS

1. Kristina

Kushlova

Student ID:

1909417



Background and Outline



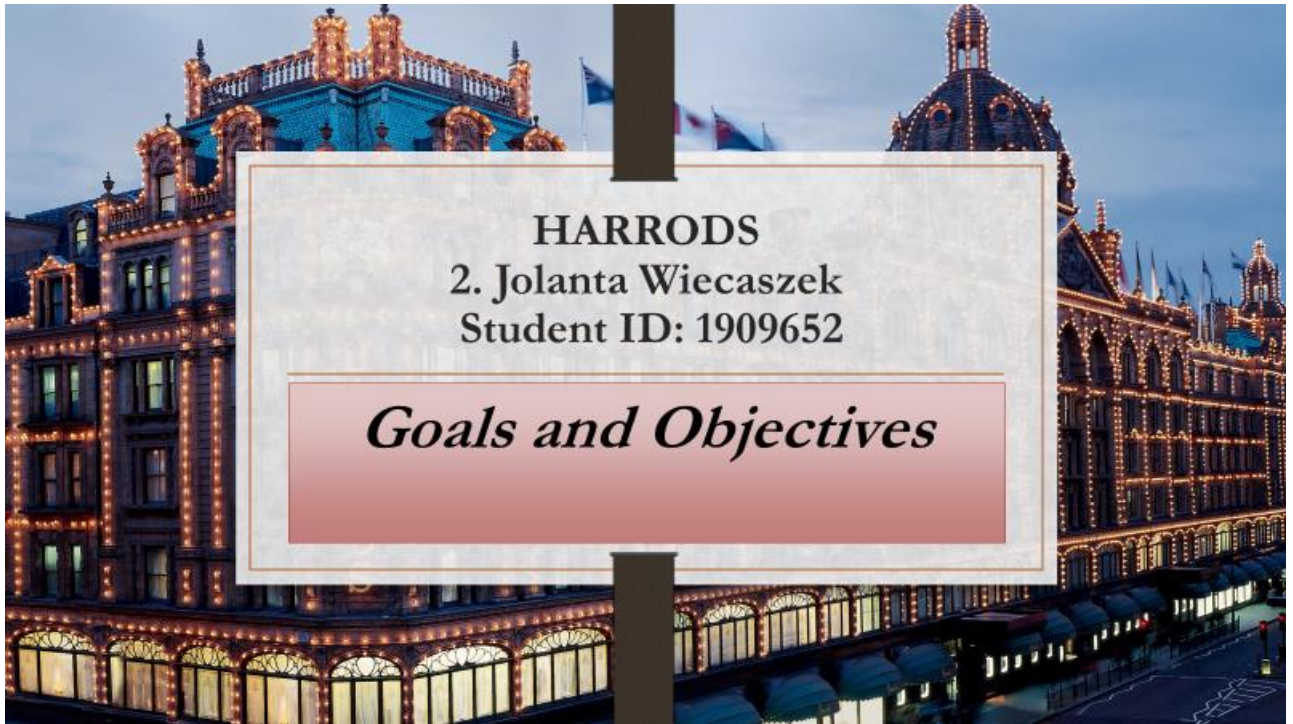
This company is focussing more on social impacts rather than its financial and economic impacts



As a result of this fact they are carrying out team cooperation with sustainable procedure so as to deliver efficient goods and services



Thus, frequent efforts provided from each employees and workers to drive the growth of enterprise



HARRODS
2. Jolanta Wiececzek
Student ID: 1909652

Goals and Objectives



HARRODS
2. Jolanta Wiececzek
Student ID: 1909652

Goals and objectives

- Improve sustainability via engaging consumers
- Formulation of strategies with help of employees



HARRODS

2. Jolanta Wiececzek

Student ID: 1909652

Goals and objectives

- To receive positive outcomes with help of better brand images
- To execute and conduct activities in chronological and sequential manner for receiving impactful feedbacks



HARRODS

2. Jolanta Wiececzek

Student ID: 1909652

Goals and objectives

- To effectively work and performing with integrity for achieving better results
- To foster efficient relationship among the stakeholders in order to get effective products
- To bolster the employees to perform in any situation



HARRODS

2. Jolanta Wiececzek

Student ID: 1909652

Goals and objectives

- To execute the project work in most successful way
- Ethnicity and authenticity need to be maintained
- To provide training sessions to the employees in order to enhance their skills as well as motivation



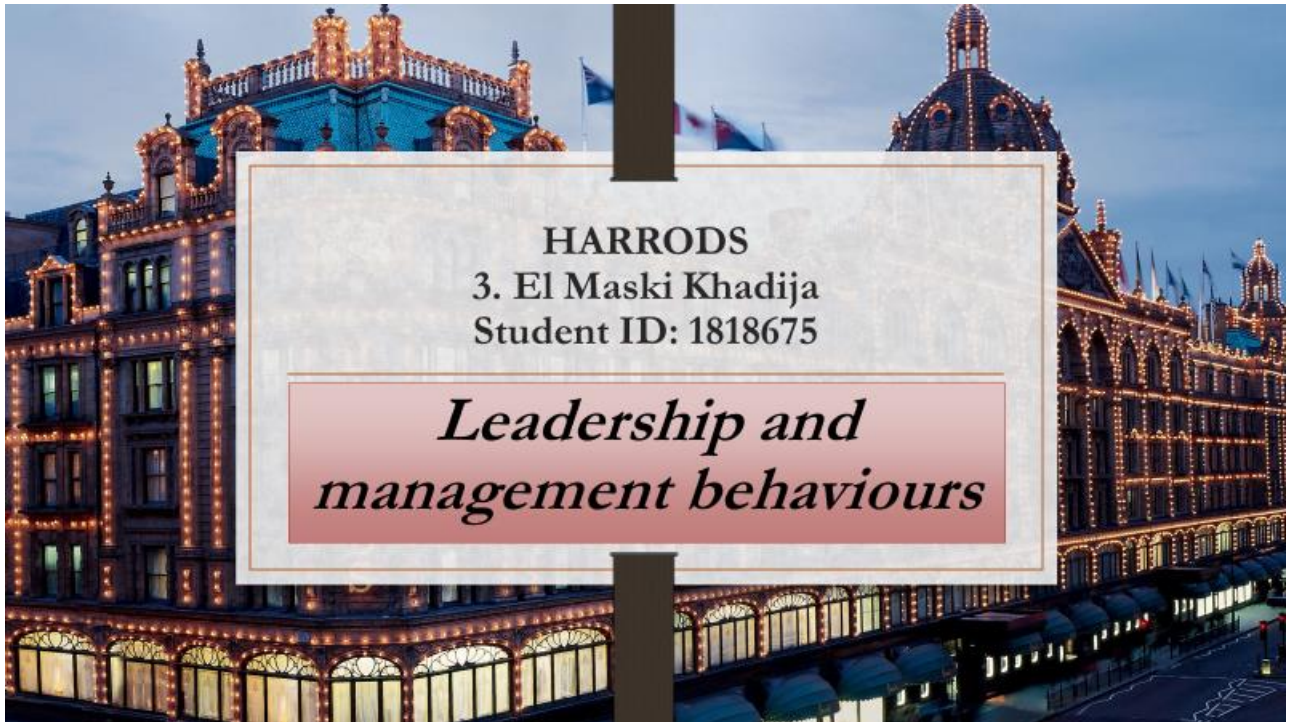
HARRODS

2. Jolanta Wiececzek

Student ID: 1909652

Goals and objectives

- To increase more consumer base
- To maintain effective relationship with customers



HARRODS
 3. El Maski Khadija
 Student ID: 1818675

Leadership and management behaviours

HARRODS
 3. El Maski Khadija
 Student ID: 1818675

Leadership and management behaviours

- Leadership is complex and multidimensional. It is a behaviour, skill, process responsibility, or an experience and is regarded as a function of management.
- Relationship between leadership and management.
- Qualities of a good leader are set of qualities that makes the person a good leader .

HARRODS
3. El Maski Khadija
Student ID: 1818675



Leadership and management behaviours

Qualities of a good leader :

Integrity

Great leaders should always exhibit integrity, as they always put the interest of the company and everyone in it first.

Skilled Communicators

They convey communication through open channels. They outline objectives and visions of the company clearly and find ways to achieve them.

Excellent Decision makers

Effective leader consults with others before undertaking significant decisions. And they have excellent decision power



HARRODS
3. El Maski Khadija
Student ID: 1818675



Leadership and management behaviours



Types of Leadership :



Transformational leadership



Transactional leadership



Aristocratic leadership



HARRODS

3. El Maski Khadija

Student ID: 1818675

Leadership and management behaviours

Harrods leadership concept:

- The above mentioned managerial style is the reason they are one of the most successful company in that industry .
- The combination of all styles to achieve their goals.

HARRODS

3. El Maski Khadija

Student ID: 1818675



Leadership and management behaviours

Harrods use a combination of transformational, transactional, and democratic leadership styles in its management. They have:

- A hierarchical system
- A Central authority
- The application of transformational leadership through the said hierarchy.
- The presence of role models



HARRODS

4. Daniela Gavrilova -
Student ID: 1909556 – **Team**
Leader



*Group team and
Behaviors*

HARRODS

4. Daniela Gavrilova - Student ID:
1909556 – Team Leader

Group team and Behaviours

- ☐ Group and team behaviours are important in companies. With constant work pressure and multiple operations and functions, it has become an integral part of organisations
- ☐ Positive and effective team helps enterprises to grow and achieve sustainability
- ☐ And efficient positive team consist of commitment and hard work



HARRODS

4. Daniela Gavrilova - Student ID:
1909556 – Team Leader

Group team and Behaviours

- Members have the knowledge regarding the way a work need to be performed.
- Team members need to be responsible towards respective work activities. Compared to individual tasks, teamwork helps to complete tasks efficiently and faster.
- On the other aspect, it helps to deal with overloaded duties and responsibilities



HARRODS

4. Daniela Gavrilova - Student ID:
1909556 – Team Leader

Group team and Behaviours

- The chosen enterprise provides much importance to its respective teams that have been formed
- They investigate whether the members have developed interrelationship with each other or not



HARRODS

4. Daniela Gavrilova - Student ID:
1909556 – Team Leader

Group team and Behaviours

- This enterprise allows the team to share their own roles and responsibilities
- It proves to be effective in improving employee relations.
- It helps in increasing accountability as employees attempt to understand each other and offer assistance as per necessary.
- However, scopes of peer pressure is high as well within team and group work



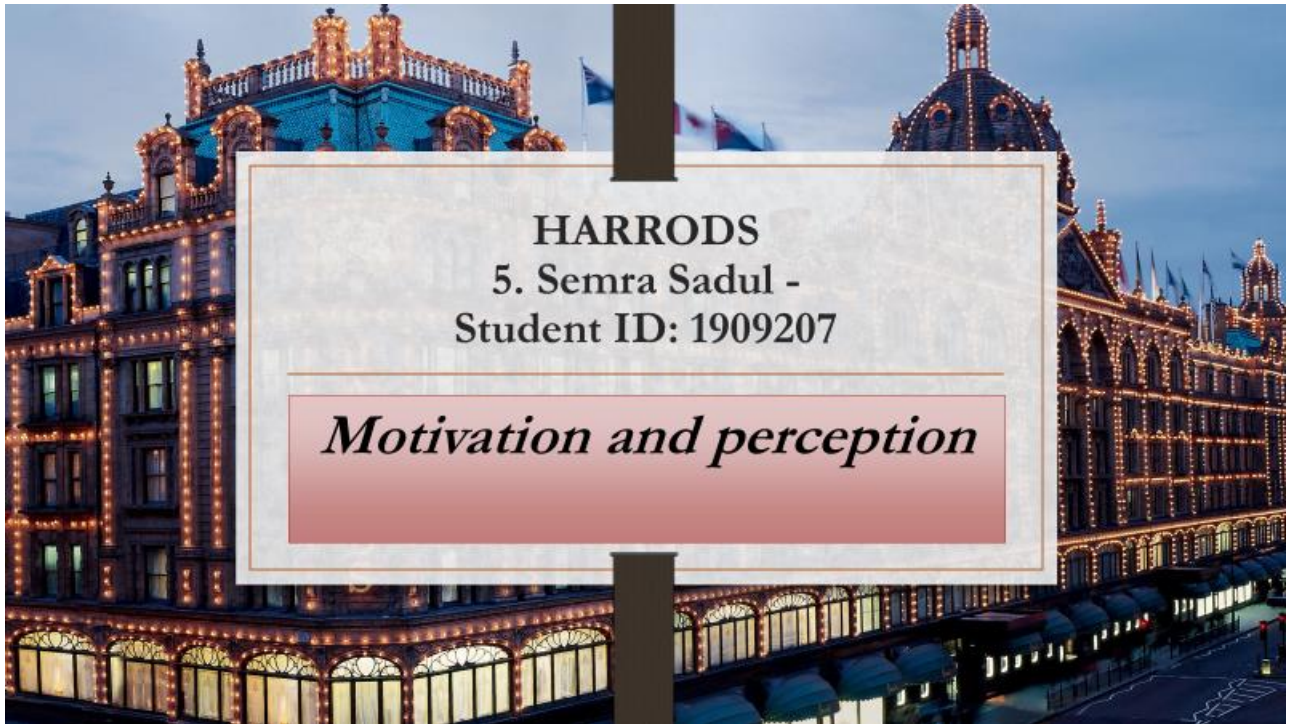
HARRODS

4. Daniela Gavrilova - Student ID:
1909556 – Team Leader

Group team and Behaviors

- The issues and errors within teams are prevented with effective skills
- Even after having diversity, effectiveness is maintained in the behavior of employees working in teams.





HARRODS
5. Semra Sadul
Student ID: 1909207



Motivation and perception

- Perceptions and motivation are psychological factors that influence individuals in decision making
- It helps in influencing behaviour which in turn encourages individuals to work in an effective manner.
- An individual with positive psychological condition would show good work performance instead of individuals with negative perception

HARRODS
5. Semra Sadul
Student ID: 1909207



Motivation and perception

- *The chosen enterprise takes the responsibility of employees in terms of motivation and perception*
- *The leaders and managers enhances factors of positivity within workplace*
- *This is because they are responsible for motivating workers and fellow members*



HARRODS
5. Semra Sadul
Student ID: 1909207

Motivation and perception

- *The rate of employee retention in this enterprise is huge due to positive motivation and perception*
- *The willingness of working employees are due to the motivation they receive*

HARRODS

5. Semra Sadul Student ID: 1909207

Motivation and perception

- They believe that motivation results in positive perception of workers and employees
- They make use of and strictly follow Maslow's motivational theory
- With help of this theory, the leaders and managers motivate the fellow workers

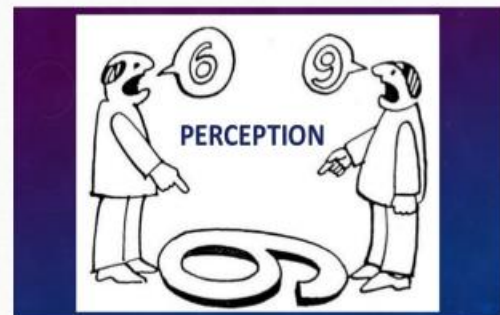


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5. Semra Sadul Student ID: 1909207

Motivation and perception

- Harrods understand the importance of employee motivation and perception.
- Further speaking, good employee motivation would result in positive perception which encourages employees to show dedication and attention concerning work



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Conclusion



In conclusion it can be stated that understanding a project is necessary. It helps an organisation to determine steps to be taken to conduct work activities in an effective manner

The report demonstrates that goals and objectives are necessary to have clarity about a work. It helps to understand the approach suitable for performing a work

However, a company needs to make effort to ensure that employees and staffs develop positive attitude towards each other.

Good teamwork is effective to conduct a work efficiently and within time.

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THANK YOU!