

Case study principle of management week 6

[Business](#)



Principle of Management Week 6 Assignment Loan Lay Professor Baker Diver University 10, '7/2014 1 According to Mason's annually, wanly DSSSL needs does ten Patagonia culture meet? What would it be like to work at Patagonia? (Hint: Go to Patagonians website and find the section on Jobs.

) What's your assessment of the company's work environment? (20 points) 1

. The five level of Maslow's hierarchy of needs
Physiological Needs These include the most basic needs that are vital to survival, such as the need for water, air, food, and sleep.

Maslow believed that these needs are the most basic and instinctive needs in the hierarchy because all needs become secondary until these physiological needs are met.
Security Needs These include needs for safety and security. Security needs are important for survival, but they are not as demanding as the physiological needs. Examples of security needs include a desire for steady employment, health care, safe neighborhoods, and shelter from the environment.

Social Needs These include needs for belonging, love, and affection.

Maslow described these needs as less basic than physiological and security needs. Relationships such as reindeer's, romantic attachments, and families help fulfill this need for companionship and acceptance, as does involvement in social, community, or religious groups.
Esteem Needs After the first three needs have been satisfied, esteem needs becomes increasingly important. This includes the need for things that reflect on self-esteem, personal worth, social recognition, and accomplishment.
Self-actualization Needs This is the highest level of Maslow's hierarchy of needs.

Self-actualization people are self-aware, concerned with personal growth, less concerned with the opinions of others, and interested fulfilling their potential. After reading the case in the textbook, it doesn't seem Patagonia meet the basic of physiological but actually it does. Patagonia track the minimum or prevailing wages of each county in which it make products and work toward a higher, fair or living wage in their costing negotiations with the factory. Patagonia also frequent visits to the factory by internal staff and Fair Labor Association (FLAP) monitoring.

Many of factories work with Patagonia already pay above minimum wage to some or all of their workers.

This set of actions has guaranteed all workers will meet the basic needs for their living. Making enough money have provided people a healthy living environment. Therefore, I think this is one kind of physiological needs.

Security needs is the second one have met Patagonia culture, Patagonia continuously push themselves to lead an examined life and improve social and environmental conditions and they also encourage their suppliers to do the same.

Patagonia pays for all or parts of the consultation for special training, education or continuous improvement programs which require a factory to participate in. Patagonia will not do business with factories where they find child or arced labor, abuse, harassment and discrimination or other practices.

Patagonia has a Douglas fir staircase and a portrait of Yosemite EL Capitan and Cafe© serves organic food and drinks. There also has an infant and toddler child-care room for employee's children.

Patagonia has offered these facilities to satisfy their employees especially for mommy. Not many employers will give these benefits for their employees and Patagonia also tried their best to protect workers who do not work for them. 2.

Use the expectancy theory and/or the equity theory of motivation to explain how feeling narrower malign affect ten work AT a Patagonia escalate Ana want a manager can ah to increase the employee's motivation. 20 points)

The expectancy theory states that employee's motivation is an outcome of how much an individual wants a reward, the assessment that the likelihood that the effort will lead to expected performance and the belief that the performance will lead to reward. Underpaid it means you have pay less than what you have effort; this is not meet the expectation of the workers. The disappointment might affect their performance at work or might bring up a bad Hough at workplace, such as waste resource, and not work well at their position.

Under expectation might lead them to compare themselves with their peers, this is the human nature forms of basis equity theory of motivation. People always measure the sense of fairness, they use to wondering why they always get pay less than other that might have the worse performance comparing to them.

Wage increasing is the best and the only solution to motivate their employees. All the jobs have to pay fairly so that the employees do not feel a section is being favored. Manager level must search what other organizations that are competing in the same labor market are paying their employees.

Because of this unfair labor wage therefore all states have set their own minimum wage and ask for all employers have to obey the law. 3. What do you think might be Patagonians biggest challenge in keeping employees motivated? If you were managing a team of Patagonia employees in the retail stores, how would you keep them motivated? (20 points) Patagonia has taken very good care of their employees, it has offered employees by giving them responsibility for the outcomes of their work and a high level of task significance that their work is meaningful because it contributes to the purpose of protecting and preserving the environment.

Honestly, I don't think Patagonia still has to worry how to keep its employees' motivation because they have a perfect working environment for its employees. Regardless of the profit of the company, I will offer each employee (who has worked for the company more than a year) a short one-week vacation in each year. For me, this will motivate me to stay with the company until retirement of course my salary has met the same position in other organizations.