

Container store



In order to be successful, it is important for a business to not only satisfy its customers but to keep its employees content and happy as well. The Container Store is an example of such an organization. The Container Store's management stresses on the importance of hiring people. They assume that a great employee is an equivalent of 27 lousy employees or more. It is their belief that if they have hired the right person, they will give the best to him as he will give his best to the organization. It is a high motivation for employees to know that they are a part of an organization which values and recognizes them for their services. The analysis of the container store shows that they do not follow a single motivation theory; rather they shape these theories as per the needs of their organization. Container store not only has great employees but also has great leaders who have not only self actualized but also know how to get maximum output from others. Moreover, these leaders have created a highly rewarding and motivating environment for the employees. Also, it is the open communication at the container store which makes it one of the top 50 companies to work for. The container store fulfills all of Maslow's hierarchy of needs. The physiological needs are fulfilled by high wages. Safety needs are fulfilled with the help of an environment where proper values are instilled. Moreover, Social needs are fulfilled because of the love and appreciation they get in the friendly and family like atmosphere. Recognition given to the employees for their small or large endeavors fulfills their esteem needs. Furthermore, employees work on self actualization because they are motivated to use their full potential. This can be proved by the number of part time employees who have turned into full time employees because of the satisfaction and motivation they got at the container store. Thus, in order to succeed, an organization should work for

the good of its employees and should keep motivating them because at the end of the day, it is the employees who can take an organization to the top or bottom. Michaelson, M., & Anderson, J., Change this. Retrieved from <http://changethis.com/manifesto/show/46>. 05. L3Leadership Cole CG, Franklin. edu. video. Retrieved from http://video.franklin.edu/Franklin/BSAD/325/ch10_container.html