

# Organizational commitment and communication paper

[Sociology](#), [Communication](#)



Organizational Commitment and Communication Starbucks is committed to displaying leadership, power, and motivation within its organization. Howard Schultz the owner of Starbucks has worked hard to develop a beneficial program that would draw top people who were eager to work for Starbucks while displaying an act of commitment to excellence.

This analysis will explain how different leadership styles would affect group communication in your chosen organization; analyze the different sources of power found in the organization and how might the different sources of power affect group and organization communication, identify the motivational theories that would be effective within that culture, evaluate the role of communication as an element of these theories, and describe the commitment of the workforce to the organization and their relationship to the organization's communication.

The leadership styles, power tactic, form of motivation and level of commitment all have a significant impact on the development of an organization. The way in which leaders communicate these methods plays a key role in the success of an organization (Robbins & Judge, 2007). Starbucks success is due to its great degree of its leaders and employees and their communication with each other and with its customers. The CEO of Starbucks, Howard Schultz is known for having a charismatic leadership style.

Charismatic leaders tend to be more effective in his or her leadership style “because these leaders inspire lots of enthusiasm in their teams and are very energetic in driving others forward” (Mind Tools 1996). Possessing the

Charismatic Leadership style, CEO Howard Schultz has enabled Starbucks to be one of the leading coffee retailers by being committed to communicate with its employees and create a rewarding and honest relationship. The transformational leadership style “ has many similarities to the charismatic style.

Transformational leaders provide a vision, seek high expectations, promote trust, and give personal attention to the employees. Transformational leaders focus on setting goals and articulating those goals to the employees, instilling commitment to the vision and creating mutual trust” (Robbins & Judge, 2007). Starbucks known success is due to its partners know as its employees and its customers. That is why the transformational leadership style is recognized at Starbucks because of their developed business processes and the power tactic used that ensure organizational culture of the company.

Power “ refers to a capacity that A has to influence the behavior of B so that B acts in accordance with A’s wishes” (Robbins & Judge, 2007). There are different sources of power utilized by Starbucks which are expert and reward power. “ Expert power is influence wielded as a result of expertise, special skill, or knowledge” (Robbins & Judge, 2007). Starbucks CEO Howard Schultz stands behind its organization and upholds its reputation for the finest coffee in the world and that is why it is one of the leading companies in the coffee industry.

Collective efforts are amplified by its legendary customer service and highest integrity. “ Reward power is compliance achieved based on the ability to

distribute rewards that others view as valuable” (Robbins & Judge, 2007). Starbucks is about providing top quality customer service which stems from its employees (partners). Starbucks is about treating each other with respect and dignity and when employees adhere to the rules and regulations that go to show the type of employees Starbucks hires.

Starbucks encourages its employee's feedback and offers incentives to its employees which motivate the employees of Starbucks to display top quality customer service that matters to the public. The level of power is evident in Starbucks through its open communication with its manager, employees, and customers. Starbucks has exemplified a business out of people connection through community involvement and various cultures. Starbucks organization is a prime example of a people-oriented business motivated to be the top selling business in its industry.

Many of Starbucks motivational approaches can be found in the Maslow's Hierarchy of Needs. Starbucks approach to motivate its employees are based on the fundamentals of Starbucks providing its employee a prestigious work environment, treating everyone with respect and dignity, with equality, and challenging each other to excel at the best of his or her abilities. Starbucks company culture which focuses on respect, integrity, and communication encourages open line of communication with a clear understanding of positive and negative actions.

Starbucks workplace environment focuses on how they treat one another, how customers are treated, diversity, workplace health, safety, and security, and Starbucks quality and customer protection. Starbucks is committed to

excellence and displaying legendary customer service which is top priority at Starbucks. Starbucks employee workforce manages and maintains a high level of expertise and treats its customers as they treat each other, with respect and dignity.

Starbucks also has an obligation to ensure that Starbucks is a great place to work for all partners. Starbucks atmosphere is motivated by greeting each customer that walks through the door. To obtain this type of environment stems from the leadership roles in place and the drive to remain at its best behavior. Starbucks is committed to developing innovative and flexible change. Each employee is empowered, have a responsibility, have helped, and have a voice at Starbucks. It is about unity at Starbucks and its communication skills are critically important.

In conclusion This analysis explained how different leadership styles would affect group communication; analyzed the different sources of power found and how might the different sources of power affect group and organization communication, identified the motivational theories that would be effective within that culture, evaluated the role of communication as an element of these theories, and described the commitment of the workforce to the organization and their relationship to the organization's communication. In order for Starbucks to remain competitive its workforce has to remain empowered