

# Organizational behavior analysis proposal for mcdonald's

[Business](#), [Management](#)



Organizational Behavior Analysis Proposal for McDonalds The organization not living up to its d set of vision/purpose/mission/values

McDonald is not living up to its stated set of vision and values. The company allegedly uses unethical methods to make increased profits at the expense of customers' health and social condition of the employees. McDonald has also been criticized for targeting children with their advertisements by exposing them to unhealthy eating habits. This has contributed to the high levels of obesity and other health complications. The company has also been accused of passing their French fries as vegetarian, whereas they add beef broth. The company has failed to provide nutrition information about its food products to the public. The company has also contributed to environmental degradation. An organization named People for the Ethical Treatment of Animals (PETA) has accused the company of using cruel means when slaughtering chicken (Derdak 107).

### Organizational Behavior Analysis

This is an analysis of how individuals behave in an organization. This is helpful to managers as it allows them to understand their workers, and how they interact within the company. The purpose of the analysis is to help understand factors influencing individual behavior in the organization. This will equip the human resource manager with the right information while recruiting, training, motivating, and retaining employees to the overall benefit of the individual and company (Derdak 108). The analysis also involves analyzing organizational factors that have an influence on individual behaviors. The big five personality trait can be used to analyze individuals within the organization. The big five personality traits include extraversion,

which refers to a person who is talkative social and assertive. Agreeableness describes a cooperative, trustworthy and accomplished person.

Conscientiousness refers to a person who is responsible, orderly, and dependable. Neuroticism describes a person who is anxious and is prone to depression and worries. Openness means a person is imaginative and independent minded.

Personality in organization analysis refers to individual and group level performance. A personality trait such as cooperative or deviant behavior and performance affects the overall performance of an organization. Traits related to personal initiative and flexibility are proactive in nature, and improve situations for the individual, group, or organization. Such individuals will display positive energy in areas like being initiative, change-oriented, and pro-active. By employing the right personality, McDonald will be able to sustain its strong culture and innovation, which continually drives creativity and ensures success (Derdak 109).

#### Identification and Evaluation of Alternatives

McDonald, in addressing job security among employees, should endeavor to give better pay and employ individuals with positive personality traits. The company should also give them better opportunities for promotion. This will ensure profits from volume sales and quality customer care. Getting and retaining well trained and loyal employees is difficult and expensive. The company should try and look for alternative motivators other than monetary to cut on cost (Derdak 109).

#### Recommended Alternative

A satisfied and motivated employee will work hard towards the attainment of

company goals. Giving the employees alternative motivation such as off days and additional training will not only cut cost, but it also improves on the employee productivity, and overall company performance.

#### Implementation and Conclusion

McDonald should come up with an employees' motivation program, recognize well performing individuals, and organize training of its employees. The company should provide safe and clean working environments. This will strengthen the company's vision and values and will ensure sales growth and profitability.

#### Work Cited

Derdak, Thomas and Pederson, Jay P. McDonalds. New York: St. James Press, 2004. Print.