

Human resource management case study example

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



\n[[toc title="Table of Contents"](#)]\n

\n \t

1. [HR Issue](#) \n \t
2. [Assumptions](#) \n \t
3. [Corporate Training](#) \n \t
4. [Increasing Competition](#) \n \t
5. [The Motorola Training and Education Center](#) \n \t
6. [Contingency and Recommendation](#) \n \t
7. [References](#) \n

\n[/toc]\n \n

HR Issue

Objectives

In order to increase production and competitiveness, Motorola developed an action plan that would ensure that. The action plan was an objective for Motorola that would facilitate the implementation of the employee relationship through training programs. The short-term objectives of the action plan were to promote corporate training and increase competition. The long-term objective was to increase the effectiveness of the Motorola Training and Education Center. The schedule of the action plan encompassed a continual period to fulfill both the short-term and long-term objectives.

Assumptions

The first assumption is that Motorola had poor employee relationship techniques. Second, these poor techniques of employee relationship affected the company in various ways including loss of competitiveness power among

its peers and reduced profits and sales margins. The third assumption is that the adoption of effective employee relationship through training would help avert the issues Motorola was facing.

Corporate Training

For long, the senior management of the company had opportunities of corporate training. The existent training limited the opportunities as rewards for the good performances of the top executives. These senior management executives attended education programs to improve their management basics such as marketing and finance.

However, the new management of Robert Galvin realized that the corporate training only focused on the top management (Fleege and Adrian 26). As such, it was an ineffective method of employee relationship because it did not involve the whole workforce. Therefore, Galvin realized that the approach did not develop a culture of incessant renewal and change.

Increasing Competition

One of the aims of promoting employee training was to increase Motorola's competitiveness. In order to achieve the change, the training of the employees enabled each one of them to stem his understanding of the varying nature of the industry of electronics (Srivastava and Bhatnagar 12). With the emerging competitors such as Asia, there was a need for better training for the workers. The improved training for the employees would increase their efficiency at work.

The Motorola Training and Education Center

This center had the responsibility of instilling the vision of the training of employees. This center identified the weaknesses in the operations of the company in terms of employee relationship through process mapping. The center educated employees on methods of defect-free production as well as performance improvement. The center and training instilled loyalty among the employees.

Contingency and Recommendation

The contingency in the process of promoting employee relationship through training was the resources involved in the process. The process was time consuming because most of the training took 40 hours minimum. On the other hand, it was costly to Motorola.

The proficient recommendation would be to diversify the process of employee relationship by including incentives, bonuses and promotions for good performance.

References

Fleege, Erin, and Erin Adrian. " The Implementation of Corporate Ethics: A Comparative Study between Motorola and Ericsson." (0): Print.

Srivastava, Pallavi, and Jyotsna Bhatnagar. " Talent acquisition due diligence leading to high employee engagement: case of Motorola India MDB." Industrial and Commercial Training (2008): n. pag. Print.