

Blackboard on line #3

Business



a) An element of the web page There is a video on the webpage that talks about how potential employees can make a difference in a company as big as Walmart Canada. This video is narrated by a current employee who talks about how working at Walmart is bigger than just a job. It is, in fact, a career. She mentions how one can start as a part-time night clerk to running an entire Walmart store with 300 associates and over 20, 000 customers a week. The video also talks about the efforts Walmart is making in terms of contributing positively to society, especially the environment. The video also talks about how dedicated and motivated Walmart's employees are, with the foundation for such motivation being found in Walmart's culture. In essence, the video is a pitch for new employees by Walmart. The company is selling itself to any potential employees out there, and showing the current ones that it still values them even when actively trying to recruit others. I was particularly impressed by the narrator's discussion of Walmart's culture and how new employees can grow in her company where all the right conditions are available for employee development. The video is trying to send a message that it is easy to grow at Walmart. This is a very good initiative that will surely have an impact, and Walmart should be commended for it.

b) Related content of the text

Page 324 of chapter 11

Page 342 of chapter 11

Page 356 of chapter 12

Page 358 of chapter 12

Page 405 of chapter 13

c) How the element reflects the text content

Page 324 of chapter 11 talks about the value of motivation. A majority of

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people hold a perception that only current employees should always be motivated by companies. This is a fallacy because potential employees also need to feel motivated enough to want to work for a firm. Job seekers have to have reasons other than money for wanting to work for a particular company, and one of the biggest reasons should be motivation that is driven by factors other than money (work environment, culture, ethics, and growth).

Page 342 of chapter 11 talks about personalizing motivation and the importance of applying motivation in different cultures around the world. This is because companies nowadays have employees from all over the globe, and their diverse cultures cannot be receptive to the same motivation techniques. Smart managers and firms know that they have to tweak and adapt their motivation approaches to suit everybody, regardless of their culture/background.

Page 356 of chapter 12 talks about how to recruit employees from a diverse population, something that Walmart is trying to do in the discussed video. The company is basically selling itself to everyone, regardless of where you are from. Because its culture is conducive and highly diversified, Walmart uses it to reach out to every possible potential employee.

Page 358 of chapter 12 talks about selecting employees who will be productive. In the video, the narrator mentions growth as one of the biggest selling points for Walmart. She says that one can go from working night shifts as a clerk to managing a whole store with 20, 000 customers a week and over 300 associates. However, here is the catch: this is only possible if an employee is productive. Although this is not talked about in the video, that is the message Walmart is sending to every potential employee: be

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productive and you will grow.

Page 405 of chapter 13 talks about current employee-management topics.

Some of these latest developments in employee-management are used by

Walmart to improve the quality of employees it hires and its retention rate.