

# Google's human resource management



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James Bushor

Many organizations want to be able to retain their employees because it benefits their organizations in the long run. Today, there are many organizations with high employee turnovers. High employee turnover can be a huge problem for most organizations because employee turnover is the number of employees they have to constantly hire to ensure that their organizations are operated consistently with their goals. High employee turnover can cost organizations at high expenses and can demonstrate a negative outcome on organizations. Ignoring this particular problem can lead to a destruction of an organization. Therefore, developing employee retention techniques is a best way to ensure that a needed number of employees remain employed while maintaining work performance and productivity. If employees are happy with their jobs at their organizations, it can lower their turnover rate. There are many organizations that successfully maintain its number of employees by its recruitment, selection, and retention practices. Google is going to be used as an example during discussion on this paper. Google has successfully maintained its retention of high quality employees by its retention program. Lombardo (2017) stated that “ Google’s success is based on its high quality human resources. The company generally emphasizes smartness and excellence among its employees. Google’s human resource management also includes carefully selected strategies, methods, and techniques for recruitment and selection, and for the retention of high quality workers. The firm’s recruitment practices and selection process ensure an adequate workforce. The retention programs at Google are designed to retain excellent employees. These

programs also attract employees to the firm.” The next section discusses how Google successfully maintains its number of employees by using its strategies, methods, and techniques for recruitment and selection, and for retention of high quality employees.

Lombardo (2017) stated that “ Google’s human resource management uses a mixture of internal and external recruitment sources to maintain the adequacy of its human resources. The company uses promotions, transfers, and trainees/interns as the main internal recruitment sources for HR needs. On the other hand, the external recruitment sources at Google include educational institutions and respondents to job advertisements.” Google ads are mostly posted on Google’s Careers website and on various websites through search engines and institutions. Also, Google sends their high-skilled recruiters to various educational institutions to give a presentation about its opportunities. Google successfully enables a constant arrival of qualified employees with these recruitment practices.

Google’s human resource management has settled the most significant criteria for the selection of applicants, which are smartness, creativity, drive for excellence, and alignment with the organization. Google does not view work experience as a major criterion for the selection process. Google mostly seeks potential applicants that strive for excellence and innovation. Google has goals to maximize innovation to support its broad differentiation strategy. That explains how Google successfully created a wide variety of applicable products and services that they provide to the world. Google’s selection process commonly involves background checks, preliminary screening, on-the-job tests, and interviews. Google’s human resource

management uses various procedures and steps for various positions within Google.

Google provides compensation packages to retain high qualified employees, which is one of the main Google's HRM tool to ensure that Google's operations are consistent with its goals and activities. Google's compensation packages are competitive and above average. Google provides high salaries and wages, free meals, incentives, and benefits to employees. The typical design of Google's offices highlights fun and creativity, which attract and retain high qualified employees. Google's HRM provides coaching and mentoring program to retain and develop employees with leadership potential (Lombardo, 2017).

With those strategies, methods, and techniques that Google uses, organizations can achieve their desired goals to retain a number of employees. Also, those practices can reduce the costs of hiring process dramatically. Each organization's HRM should seek best practices that are shared widely by many organizations and also, they should create a new practice that supports their goals. Each organization's HRM should be encouraged to share their best practices with other organizations even though they may be in a competitive recruitment.

#### Reference

Lombardo, J. (2017). Google's HRM: Recruitment, Selection, Retention. Retrieved from <http://panmore.com/google-hrm-recruitment-selection-retention>

<https://assignbuster.com/googles-human-resource-management/>