

# Training and development



HERE HERE YOUR HERE HERE Training and Development at Swagger LLC

Swagger LLC currently operates the Flip Flop Shop in the Park Meadows Mall. It is a small company with only four employees and the business currently has a very unstructured training and development system. The current training involves only hands-on learning and observation that comes from experienced employees. The company requires a more in-depth human resources process and also a more unified organizational culture in order to expand and improve. A better human resources system and structured training program provides workers with a feeling of recognition and self-esteem that improves turnover rates. Companies that focus on building self-esteem in workers produces self-confidence, control and builds a stronger organizational culture focused on improvement. There should be a formal sign-off process that lists all of the store's operations so that there is documentation that employees have been taught all of the critical systems in the store. This would include register operations, stock ordering, and any of their regular shop duties. This protects the company from liability and also provides a structure for all new hires so that everyone at the Flip Flop Shop is just as qualified as the current employees. Because customer service is so important at this store, decisions about service need to be made quickly and by people who understand buyer behavior. There should be a formal HR process that describes the marketing attitudes of buyers and how to appeal to their lifestyles and needs so that workers understand psychology and how to be social properly in order to gain more sales. This could be measured by a performance appraisal process with certain criteria about service factors to make sure they are taught properly. It would also give employees the recognition and self-esteem required, especially if a high performance

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ranking comes with a small bonus or pay increase. Amy, the owner, indicated there are not many opportunities for development. However, there are many programs in human resources that could be developed and launched. First, each time a new technology is added, employees can be given training on a sign-off sheet to help them understand the system more effectively. It will also empower and motivate them to be more loyal to meeting sales goals and help customers more effectively. A decentralized company, one where employees are given more decision-making authority, results in empowerment (Carpenter, Bauer & Erdogan, 1). When employees feel they have made a positive contribution to the business, they are more dedicated and reliable. The employees at the Flip Flop Shop should also be given knowledge about the product being sold and given information about the advertising that is displayed in and out of the store. This way, they are able to answer customers' questions more successfully. Amy should take on the role of the human resources manager and give employees marketing knowledge or maybe allow certain employees to travel to different buying conventions so they can give their input on what kind of products they believe customers would prefer. Again, this would empower employees to stay with the company rather than looking for new opportunities in a different organization. The goal of a quality HR program is to help employees achieve their best and improve their self-esteem when dealing with customers. Bibliography Carpenter, M., T. Bauer & B. Erdogan. "Principles of Management". (2010). Accessed March 31, 2011 at <http://www.flatworldknowledge.com/pub/1.0/principles-management/29065>.