

# Free business plan on qualcomm

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Qualcomm is a company that is recognized as a world leader in 3G and also the next generation mobile technologies. Qualcomm has become the major developer of the next generation wireless technology which thus makes the company very unique. The best part is that Qualcomm is the best working place in the United States since people arrive at the company with ideas and due to the great help of a collaborative and supportive environment, their ideas finally come to life.

The encouragement of this kind of creativity by Qualcomm has come with its benefits to the Company since it was named among the 100 best companies to work for in America for around fourteen years. The Company does not discriminate its employees nor choose them on favor. Qualcomm is an equal opportunity employee whether with disabilities or not. There company has made it possible for people with disabilities to share their ideas and see their dreams come to true. The Company has made employment accessible for disabled people and has always supported workforce diversity.

## **Overview of the Company**

Irwin Jacobs Professor in UC San Diego and MIT Alumnus founded Qualcomm in 1985. The first products and services that the company consisted of the messaging service and the OmniTRACS satellite locating which were normally used by companies for long-hauling trucking. Qualcomm is recognized as the 3G and next generation mobile technologies world leader. Currently the company's technologies are powering the consumer electronics, mobile communications making the devices and services of wireless more personal, accessible and affordable to individuals globally. Since its establishment, the company holds twelve thousand United States

patents. The Company's headquarters is located in San Diego in California. Qualcomm has about sixteen thousand, one hundred well skilled employees spread across one hundred and forty six locations in the globe.

### **Qualcomm's use Motivational Tools and Strategies**

In order for each organization or company to carry out proper production and acquire proper sales the employees should be well motivated. Motivation of employees leads to high yields in the Company since the employees are satisfied in what they do and will therefore do it well. Qualcomm uses the following methods in order to ensure that their employees are well motivated:

**Work Life Balance:** The Company ensures that the employees are comfortable in the way they live their life whether at work or at home. They encourage the employees to balance their family life and their working life and ensure that all sides are well taken care of. In order to accomplish this Qualcomm encourages their employees to build a downtime in their schedule, to drop those activities that sap their time and energy, to always get moving, to rethink their errands and to always put in mind that a little relaxation goes a long way.

**Benefits:** Offering benefits is a very strategic way of motivating employees in an organization. The employees feel that their work is appreciated and there is security for their jobs. Qualcomm take their employees very seriously and they ensure that each and every one of them is well secured in their professional and family life as well. Some of the benefits they give to their employees include adoption assistance, dependent care and healthcare reimbursement accounts, dental plan, tuition, matching grant program, , sick

leave, employees stock purchase plan, vacations and medical plans. This tends to be another advantage why Qualcomm is said to be among the best working places in United States.

**Virtual Work:** Virtual work has always encouraged self reliance, self motivation and given employees ability to tolerate ambiguity. Qualcomm is one of the organizations well known for use of virtual work as a motivational strategy. This has helped employees to become more committed in their work and thus increase the level and quality of production. Virtual work also encourages team work and sharing of ideas and this brings about a stronger team at the work place.

**Rewards:** Rewarding of employees to compensate them for their good work boosts the employee's morale. Qualcomm has been using this method for a very long time in order to show their employees that they are appreciated. The employees are also rewarded during charity programs after participation in various events and this also goes to the public. Qualcomm is a company that interacts with the public a lot as a way also of improving on their public relations and this has helped boost their sales and create a better name for the company.

**Recognition:** In the highest side, Qualcomm Company is all about communications and people. The company is dedicated to technology innovation which then makes a positive impact and difference globally through empowering people all over. This has been as a result of motivating its employees and recognizing their efforts who then put all their energy in the company's development and creation of the products and services.

**Training and development:** Qualcomm has always believed in training and

development of their employees despite which level of jobs they lie. This is also one major reason why the company has been so successful since it has always ensured that the employee personnel are well skilled and professional. The training in various sections such as management, customer service and other organizational areas has boosted the company's sales since the employees are provided with extra knowledge which proves to be very essential by improving their creativity and development. The various practical trainings that management undergoes help them in identifying the conflicts visible and provide them with real-world and time tested strategies of overcoming them.

### **Leadership/Management style**

Qualcomm Company has always practiced formal leadership in the company which has led over the years a creation of a very effective relationship and friendly environment for both the management and the employees. The management has never been harsh and cruel to their employees but instead they have mingled with each other so well with a common goal of making Qualcomm the best in 3G and wireless mobile technologies. The leaders have always encouraged the employees in participation by encouraging them to become more creative and innovative which has been a great strategy for the company. The Company believes in sharing ideas and giving opportunities to all without any discrimination. Each and every person's idea is well considered in the Company and this gives different individuals opportunities to become successful in various technological fields.

## **Organizational Culture/ Corporate Values/ Norms**

Diversity of thoughts in Qualcomm always leads to innovation. For the employees of the company including those in different parts of the globe, cultural competency is a major skill. This has introduced employee empowerment to behaviors and language which has also helped take diversity far beyond gender and race. Qualcomm does not believe in employee discrimination especially during their recruitment process. The company has always supported disability to a level of employing disabled individuals in its various departments. This in the long run has been able to create harmony and togetherness both in the company and in the society thus creating also a good name for the company. The employees treat each other with a lot of respect. It is the culture of the organization to respect every individual's decision and help support each other for the purpose of growth. This also encourages teamwork in the company and helps the employees to work together for the success of the company.

## **Teams and Empowerment**

It is evident that subtle micro inequities in companies or organizations are as a result of invisible conflicts that are normally communicated among team members who have different work styles, personalities and experience levels. These conflicts also come about as a result of undermining teamwork and performance. Team work has been an effective strategy used by Qualcomm. This has also resulted to introduction of Qualcomm corporate Integration Program-Warriors (QCIP). This was a corporate integration program which was meant to reach military veterans and wounded warriors who are currently living in the civilian world and most of them either

sustained physical or emotional distress. QCIP-warriors have been regarded in the United States as the first corporate program of its kind. They ensure that twice in a year the veterans work in various groups including Qualcomm Corporate Engineering Services (QCES), Information Technology (IT), Human Resources and Qualcomm Real Estate and Facilities. The key objective is to ensure that the veterans get exposure to job experience, corporate environment and provide career development.

Qualcomm has a lot of teams that help various individuals and groups in various ways and this has helped the company create a good public image worldwide. The Human Resources, Qualcomm Real Estate and facilities and Qualcomm QCIP-Warriors helped the Southern California U. S Army in recruiting the welcome of the Battalion and to honor the veterans, new recruits and their families. These teams help to empower the society especially the youths. The individuals who are incorporated in the team are able to develop proper team work skills and become more empowered since they also learn a lot from various events and the various people they interact with. This is another strategy which has benefitted Qualcomm since the leaders are also able to interact with other powerful and professional leaders and share ideas and skills on leadership and management.

## **Diversity Initiatives**

Qualcomm claims that their various perspectives and diverse backgrounds of their employees go to the hearts of their culture. The Company claims to continue making world inclusion and diversity an important part of their strategy in business as well as their way of interaction with their partners, communities, customers and one another as well. Qualcomm is able to give

to the communities through their sustained commitment of supporting various initiatives both regionally and locally thus enriching the communities.

The Company employee's different individuals who have different characteristics personally that makes them unique and different from each other. There are several types of diversity that are used by Qualcomm:

Internal: These include diversity dimensions which the Company does not have control of such as age, race and gender. Qualcomm has always put these dimensions of diversity into consideration while carrying out various Companies' activities.

External: Qualcomm also puts into consideration the external factors such as children, hobbies and environments where their employees grew up. This helps them while they plan on recreational issues, benefits facilities, holidays and other factors such as medical covers for their employees. Consideration of such factors also enables the employee to feel satisfied and secured in their jobs

Organizational: Qualcomm ensures that they consider the work environment including the department or various employee units, Qualcomm roles, employment length and others. Considering such factors helps Qualcomm to give its best to its employees and has also enabled the company to promote diversity.

## **Organizational adaptability and response to change, innovation**

Qualcomm is a company that in all its years of existence has been able to keep up with the various changes including environmental, political, technological, and economical and others. The company has been able to



adapt technology from the core years and can easily respond to change and innovation. The company's success has been driven by engaging in perspectives on open discussions which turn to new ideas, growth and improvements. Boundless connection is another innovation which has enabled Qualcomm to use technologies that allow effective communication with no boundaries.

Adaptation of global networking has also enabled Qualcomm to change the world through connecting people via entertainment, information and each other. The Company has also adapted the initiative of pushing the limit and this has enabled them to become the world 3G leader and also next generation technologies thus continuing to go beyond expectations. The Company has also relied on continued learning through skillful training tools and techniques which have assisted employees in talent expansion. Superior quality is also another adaption that Qualcomm has always used as a business strategy since their business processes are always aligned with the Company's values so as to drive mobile growth and evolution.

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