

# Recruitment selection and placement class; case study 1

[Business](#), [Human Resources](#)



Recruitment, Selection & Placement Case Study How would you describe McDonald's business strategy? McDonald's business strategy can be elaborated as a people-centered strategy. This is because the approach focuses on the satisfaction of the customers through the discernments and abilities of the employees. With this, the company has included people among its global corporate strategies. The company's customer service team and their discernments and appearance are reflective of the company's image that is observed by the customers. By focusing on the people, the company improves on the customer service quality, speed and accuracy. In essence, customer service is particularly very essential to an organization in a fast food industry (Phillips & Gully, 2012). By focusing on people, the company has also identified the procedures and practices of people that affect the company's productivity, turnover, profitability and sales.

2. What are the foundations of its competitive advantage (what are the sources of its success)?

The primary sources of success of McDonalds are customer satisfaction, high valuation of its employees, good execution of excellent strategy and identifying people techniques and practices that significantly affect the company's productivity, turnover, profitability, sales and customer service. The satisfaction of its customers relies on the quality of service that they obtain from the employees and the ability of the employees to serve the customers accurately and quickly. Another source of success is the value that the company attaches to its employees. The company constantly reminds its workers that they, together with their contributions and growth, are highly valued. McDonalds also ensures that the employees have what is

necessary for the performance of tasks. It ensures this through training the team members. The company also attains success through tracking the key pointers of product and service quality, accuracy and speed.

3. How has McDonald aligned its business, human resource, and staffing strategies?

McDonald attains has aligned its business, human resources and staffing strategies by identifying the practices and techniques of people that have a significant effect on its productivity, turnover, profitability, sales and customer service. This, however, permits McDonald to develop a business model that not only stresses on operational and financial factors, but also people factors. This allows the improvement of worker dedication, productivity, and retention and customer loyalty (Phillips & Gully, 2012). Additionally, since the company business strategy centers on offering customers quick, quality and clean service, it employs young people, who undergo training within the company to fill its positions. Notably, in order to attain the business strategy, the company has identified behaviors and skills required by the employees.

4. What are some possible talent-related threats that could eat away at McDonald's competitive advantage? Would higher turnover or a tight labor market in which it is difficult to find talented people be a problem? What would you recommend the company do to maintain its competitive advantage over the next 5 years?

One of the talent-related threats that may affect the company's competitive advantage is the less experienced staff members who are teenagers. The company competitors can focus on their management skills and knowledge,

thus offering competition to McDonald. Additionally, McDonald may experience problems in identifying the right people with desired skills and qualities needed to steer the business ahead.

A higher turnover or a tight labor market would be a problem since the company would be a problem. Indeed, in order for the company to maintain its competitive advantage to counterbalance the possible turnover, as more job opportunities appear and the labor market stiffens, the company needs to come up with incentives in order to retain its young workers and forestall them from being poached by the competitors (Phillips & Gully, 2012). The company can also attract new talents by offering opportunities for growth through leadership trainings and promotions (Phillips & Gully, 2012). The company can also open up an opportunity for ownership by the workers through promotion and mentorship (Phillips & Gully, 2012).

#### References

Phillips, J. M. & Gully, S. M. (2012). *Strategic staffing* (2nd ed.). Upper Saddle River, NJ: Prentice Hall