

Marriott analysis assessment

Business, Management



Marriott Analysis Assessment Diversity is a common concept in the modern business environment and it is used to refer to the ability of a company to incorporate different aspects from varying genres to achieve the success or rather the goals of the organization. The article offers clear insight on the issue by going through some of the most common organizations in the 21st century and offering details as to how this is subdivided in the organization. This assists in that it helps the reader understand the extent that diversity and segregation has gone.

Companies such as TD Bank and Kraft Foods Group have received a positive reputation where they are said to possess diversity in its employees.

However, the article goes further to state that companies such as Apple and Google lack in diversity and the author goes further to prove this statement by offering the latest statistics regarding this issue. 61% of all google employees are white while the rest is made up of Hispanics and other races. Moreover, 72% of the workers in leadership positions are white and this shows that the company does not have racial balance and thus means that it does lack in diversity. Apple is another company analyzed in the article and the statistics for this company shows that 70% of the employees are white while the black community is the most sidelined with an employee population of only 7%.

After going through the document, I got to understand the issue of diversity from a different perspective and this assisted me in understanding the advantages that this concept has on a company. A point in the article states that the companies that had recorded appropriate diversity ethics and were fair in the employment sector received awards. These awards are not only a

sign of leadership in a particular category but also a sign of appreciation and it is such awards that market a company.

If Marriott engages in the training plan that it has outlined, it is bound to excel. The plan shows the concept of diversity and this is in line with the mission statement that is further explained as accommodating ethical awareness. The fact that the company has a proposed code of ethics is a factor that is bound to improve the company's employee retention. The reason behind this is that the code of ethics will ensure that all employees are treated fairly regardless of their race and consequently the minority group will feel safe and consequently have the encouragement to continue working in the organization.

The fact that language courses will be offered in the organization is another factor that will assist in the employee retention goal. The courses will ensure that all employees get to learn the language spoken by other diverse groups in the organization and this will have them feel comfortable as they will understand the majority group's conversations without feeling sidelined. The rewarding of the employees that carry out quality work is another factor bound to increase employee retention for they feel motivated to work harder and consequently receive an award (Barak 157).

Work Cited

Barak, Mor. *Managing Diversity*. New York: Palgrave McMillan, 2009. Print.