

# Google

Business



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specialized in internet services and products, Google is developing over the last 14 years to become one of the best operating firms worldwide and obviously it did. Google has arranged many benefits to its employees in order to motivate and energize them.

Google has cafe with free diverse food, a fitness center and laundry room in its campus, all of that can meet with employees physiological needs.

Google has free on-site physicians and nurses and health insurances as well as free legal advice to its Googlers to satisfy their safety needs. New parent at Google get long paid maternity leave so they could spend more time with their new born child which according to Maslow's theory is an example of social need, in addition to a ski trips where staff can bond with each other. (Life at Google, n. d. ) At 2011 Google gave its employees almost 10% raise as a reward for their accomplishments (Musil, 2010), which should fulfill some Googlers esteem needs, besides offering women a chance to lead.

According to Larry Page Googlers get " 20%time" which gives the employees 20% of their working time to focus on tasks they like, which is an example of self-actualization. (Sergey Brin and Larry Page: The genesis of Google, 2004)

I think Google have created one of the best working environment for its employees so they can thrive with their ideas, also its offering them many privileges which hard to give up on, but in return the company expect better performances from its employees. 2. Application of theories Employee

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Motivation All organizations motivate their employees not just Google, they focus on the encouragement that employees gain from being motivated, which can positively affect their creativity, commitment and energy on the right direction toward achievement of both personal and organizational goals. High performance and productivity both are factors of stability on a company.

Employees who are motivated are always loyal to their employer. Staff

Retention As a big company Google needs to hold their talented employees from its rivals, motivation helps it to reach that, but as it seem many talented employees has left Google, why? Based on the case study (Paradise Lost ....

Or Gain) three of Google talented staff left their job in Google to start their own business, passing over all the offers from the company to keep them and their project. (P. Robbins, Coulter, Sidani, ; Jamali, 2011, p. 385) Many reasons can be a cause to this conflict, company policy can be one of the major factor of it, because any program that have been developed within the firm doors or by its employees, can give Patent rights to the company itself regardless its employees effort in bringing it to life, which can be a cause of dissatisfaction according to motivation-hygiene theory.

Another factor could be that employees compare how much they will gain if they own the project, beside the fact that if they gave their idea to the company its either going to reward them once or they will have a small percentage of their own project profit, which make employees feels under rewarded based on equity theory. (P. Robbins, Coulter, Sidani, ; Jamali, 2011)

Leadership

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As a manager of a group of Googlers, I can keep my staff motivated by many ways to come up with new ideas, based on expectancy theory managers must estimate their staff effort made toward achievement of the firm goals, treat them as individuals and rewards them with awards that matter from their prospective, in order to apply this theory as a manager I will set a plan. First, in order to influence expectancies I will have to select the right staff for the tasks we are working on, train them, provide the proper tools for our tasks and setup challenging goals that we must achieve.

Then to influence instrumentality, I should estimate the relationship between performances and rewards, as well as rewarding some of my dedicated employees even before finishing our tasks. At last, I have to categorize every individual needs or wants, and then try to adjust some of the available rewards in order to match employee's needs.

(Schermerhorn , Hunt, Osborn, & Uhl-Bien, 2011) 3. Conclusion

A good manager must have the knowledge of the factors that can motivate his employees, as well as recognizing their needs and wants. Good managers has the positive view of their staff and believes that employees like to work and desire to have more responsibilities, based on that a good manager empower their workers and hand them challenging tasks, also a good manager consistently look for improvement and reward his employees equally based on their performance.

I wish to work at Google or a similar company, for me there will be no reason to turn an offer from a company like Google down, because it can satisfy my needs, it's a company that focus on its employees creativity and their

productivity, which can build experience over the years. Ex-workers from Google and similar firms who motivate its employees have more knowledge on how task must be done efficiently and effectively, so other companies appreciate those expertise's.

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