

Operation problem militating against innovation in colour r us company essay samp...

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There are different parts that make up a complete operation activity in any organization. For Colour R US (CRU) Company that is into pictures and designs creation, the human resource of the organization plays a vital role in its operations. And each part of the operation process has its own peculiar problem. A significant problem that bound to reduce the effective completion of an operation for innovation is when the human resources are not skillful enough to create new ways of conducting a task, and the lack of experience to management a project to an end. Human resource in an organization plays a germane role in innovation and effective operations of organization's objectives and goals. The aptness of workers to contribute meaning in organization strategy leads to success innovation in the organization operations. In this view, Chaturvedi (2005) defined strategic human resource management as “ the linking of human resources with strategic goals and objectives in order to improve business performance and develop organisational culture that foster innovation and flexibility”.

Other operation problems for innovation identified with CRU include:

The workers in Colours R Us (CRU) are not motivated enough to make their stay and build up a career in the organization. The working environment is not conducive; as workers find it difficult to meet their personal needs in the locality where CRU is located. These include restaurants services, baby day care services, security of workers who engages in night shifts. The necessary amenities are not there to aid the worker abide in their work and stay long in the company. Motivation would keep the staffers to contribute meaningfully in the organization and they will be interested and prepare to build up a

lasting career with the company. Lindner (1998), argues, “ Motivated employees are needed in our rapidly changing workplaces. Motivated employees help organizations survive. Motivated employees are more productive. Monetary incentive is not only the channel of motivating workers. The sense of belonging and appreciation of workers contribution to the organization goes a long way to motivating workers. To be effective, managers need to understand what motivates employees within the context of the roles they perform. Of all the functions a manager performs, motivating employees is arguably the most complex. This is due, in part, to the fact that what motivates employee changes constantly”.

Another major issue that is making CRU not to attract the best workers and to retain those it has is the level of remuneration available to the company’s staffers. However, CRU gives an average remuneration, the locality where the company operates from there is higher level of payment. The software companies and communication call centers are well positioned to pay more. This alone, would be an obstacle in motivating the right workers to want to be employed and build up a career with CRU. This is also a cause to make already employed workers in CRU to wanting to move out.

Furthermore, the statistical number of workers in the organization shows that women are more than male permanent workers are. Women workers usually leave within short period of assuming their post as workers in the company. The inability to have a workforce where many workers build up their career in the organization tends to lead to frequent changes in

workforce leading to recruitment of fresh hands that are not well grounded in the organization's operations.

There is the problem of getting more workers to operate the company's diversification operation in the production of ' Magnificence in Miniature'. This inability to equip the workforce for effective operation of the diverse operation lines of the company has lead to decrease in productivity rate.

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