Fortune 500

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**Introduction**

           The organization of Starbucks ranked its position as one of the most influential business corporations at the global level according to the ranking delivered by Fortune 500. It is crucial and interesting to examine significant strategic approaches of Starbucks that cause an immense success for this business. Consideration of different human resource policies of Starbucks is vital to determine the integrated role of different shareholders. It is assessed that employees are characterized as major shareholders in the context of human resource approach of Starbucks. This paper focuses to critically examine the human resource management policies of Starbucks.

**Discussion**

           Different systematic phases of the strategic planning process are adopted by Starbucks to meet the objective of a suitable workforce according to actual requirements of the business. The five stages of Starbucks’ strategic planning procedure are identified as the development of mission statement, comprehensive assessment of the environment, setting business objectives, developing strategies, and the proper approach of implementation and control of the overall strategic plan. All these practical aspects are adopted by the management of Starbucks to ensure a suitable form of talent management and select the most suitable employees according to the organizational goals.

           The employees of Starbucks recognized as a major form of competitive advantage for the management to attain the desired market position at both the local and global level. The management team of the company adopted diverse strategies to influence required employees in the form of proper staffing and hiring policies. The criteria of staffing and recruitment comprised of consideration of different personal skills and expertise (Geereddy, 2013). The main aim of this approach is to select the most desirable employees by aligning their talents with the corporate culture of the organization. The main objective of the staffing and recruitment process of Starbucks is to create a pool of competent people according to actual business requirements. The approach of common communication is used by the management to build a strong association between higher management and the entire staff of Starbucks. Open and innovative ideas by employees are great welcomes by higher management. This prospect also appeared in case of approach of recruitment adopted by Starbucks.

           The management of Starbucks at all working levels is keen to ensure the necessary training of each employee to meet the standard of organizational and individual performance. It is established that groups of new staff members get training at regional training centers. In-store or remote markets are other significant forms of employees’ training adopted by Starbucks. The objective of training obtained by creating the cycle of training in case of different shareholders such as managers, employees, and peers, etc. Learning and ongoing development are two basic standards of performance set by the company’s management for all the workers. Furthermore, the management of Starbucks is committed to providing an unforgettable training experience to new staff members to successfully deliver a specific culture of the organization (Paryani, 2011). The standard of knowledge enhancement is critically accomplished by every Barista (employee) to align their performance with the approach of organizational performance.

           Comprehensive appraisal and reward systems are adopted by Starbucks to meet the basic standards of the appropriate form of human resource management. The primary objective of developing an appraisal system within the company is to critically evaluate the actual performance level of all the employees. This assessment further helps to ensure better rewards for the employees who tremendously excel in case of their organizational tasks. The perspective of reward is developed by this organization by presenting different forms of compensation to the staff members. It is observed that different types of bonuses are presented to the employees who established their position as an employee of the month. The management of Starbucks also introduced the approach of the budget for the employees every month. This financial incentive is comprised of the evaluation of money made by employees in their work shift. The practical paradigm of performance appraisal is also adopted by the organization to evaluate the actual performance level of the workers. This form of performance evaluation helps managerial staff to identify the difference between great and poor performance (Schultz, 2014). The prospect of performance appraisal is never completed without the adoption of features of necessary feedback and training for the low performing workers. One of the prominent objectives of the performance appraisal system is to explore poor performers and provide the necessary training to meet organizational goals.

**Conclusion**

           In a nutshell, it is important to indicate that there is the existence of different challenges that eventually restrict the retention of talented employees. It is essential for the management to timely assess challenges and adopt a proactive approach to obtain desired staff members according to actual requirements of the business of Starbucks. The growing competition of the market is one major challenge for the company to attain and sustain the most suitable employees.

**References**

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