Questions

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1. What is a needs assessment, and how might Google use this tool to increase the presence of women in its workforce?

Ans: needs assessment tool is used to improve the company's overall performance. The tool uses the current situation and the strategic goals of the business to identify the gap between the achievements and the goals. Google use this tool to make it a diverse place of employment, according to which it aims to recruit a large population of female employees. For this purpose, Google is developing a pilot program to target more potential female recruits(Lussier & Hendon, 2014).

1. Some might argue that Google’s “Made With Code” program has redefined the concept of employee development. Agree or disagree and provide an explanation supporting your position.

Ans: Neither I agree nor disagree regarding " Made With Code" Program's concept of employee development. This program has been developed by Google to target the youth females and also was endorsed by professional women in the industry. Thus, the MWC Program seems nothing but just a Google's own way of reaching female employees, because it considers that women work well in teams. In my point of view, the MWS program does not necessarily change the employee development concept instead it is just a tool to learn the computer science and field of coding(Lussier & Hendon, 2014).

1. Explain how Google’s particular situation demonstrates the relationship between employee recruitment and employee development, given the above discussion.

Ans: Google has the world's most advanced human resources practice, on the basis of which it hires only the best. Google's hiring process is based on sourcing and selecting the employees amongst the best pool of candidates worldwide. Thus, it recruits employees who can work well as a team and can bring great advantages to the organization. Nowadays workforce diversity has become the point of great importance, and Google found it advantageous to recruit talented females, as they can work better in a team. In short, Google found it more advantageous to recruit female employees. Thus, Google developed the MWC program to find the most talented female recruits and to make them part of Google's team. In this way, Google will be able to have a better team, who will be more concerned to work as an efficient team and will bring great competitive advantages in the International market. Based on the same concept, Google demonstrates recruiting female employees through developed program MWC as the best strategy for employee development (Mello, 2019).

1. Explain how Google’s “Made With Code” has become an integral part of its career planning.

Ans: Google is of the view that female employees can be proven as more efficient and advantageous to the organization. Female has more potential to work in the field of computer science and can show better outcomes when working in a team. Thus, Google invested its $50 Million into the program, "Made With Code." This program will help the young women in learning computing coding, through which the female employees will be able to learn more about CS to have better employment opportunities. In this way, Google has attracted many young girls and women, who are excited to learn more about CS and to show their worth in the field of technology and science. Google is using this program as an integral part of its career planning because recruiting women will bring great economic, social, and competitive advantages to the organization. Google noted that the companies, who have hired more women in CS fields, are achieving a 35% higher return on investment than those who are working with male staff. Also, due to the great potential and curse to work hard, the women prove to be more productive and cause 12% higher revenue to the company. Thus, the development of MWC means attracting more young ladies to join Google and show their strength to generate more revenue as well as increase return on investment ratio(Crook, 2014).

1. How might the concepts of self-efficacy and reinforcement theory help us better understand schoolgirls’ relative lack of interest in computer science?

Ans: Analyzing both theories; Reinforcement theory states that people seek out the information that supports the pre-existing attitudes, whereas Self-efficacy is an individual's belief to achieve goals. Society believes, girls can never show their better performance in computer science. Due to this reason, the girls are never motivated in schools and at home to learn computer coding and show their strength in the CS department. The girls are reinforced to do well in healthcare related fields, teaching, education, fashion, art, and literature related fields. As a result of which, girls make a strong belief that they cannot show their better performance in the CS department and so they do not show any interest in their field. With the investment in MWP, the Google has brought great opportunities for the young girls and has motivated them to show their strength in CS department, which will reduce the gender gap in the computer-related fields(Perez, 2018).

1. Assume that Google is ultimately successful and receives more female applicants, whom it then hires. What suggestions do you have for managing this new talent pool?

Ans: In order to manage the new talent, generated through the investment in the new Program, Google should further introduce different training programs for the young ladies. Though Google has brought great opportunities for the women through MWP but still training will help them to advance their career. In short, Google should continue to offer courses and workshops to the women to gain more knowledge about the tech world. This will open the doors of CS employments to the women.

References

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