**HRM: Discussion 8**

Name

Institution

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The above premise serves to argue on the significance of employee development and motivation. From a corporate governance point if view, I would recommend Starbucks to continue with the implementation of the tuition reimbursement plan as it is more effective in prompting motivation among the workforce. In addition, providing education opportunity to the workers is a valuable strategy than monetary rewards since it is a force to reckon when it comes to empowering individuals and their capacity to increase productivity while sustaining innovation and competitive advantage (Kimball, 2016). It is incredibly one of the best business strategies and a functional tactics as the corporate world is largely embracing social responsibility. Since the initiation of the plan will involve the workforce they experience a sense of ownership and feeling as partners in the business establishment.

Starbucks ought to follow that route and allow the management to pursue the plan in empowering the workforce at individual level to prompt motivation (Perozzi, 2019). The end results of the reimbursement plan is attain skill development to tap the potential of talented personnel and exploiting their creativity that will trigger innovation making a huge contribution to growth of the company than it would the consequence of only increasing hourly wages. The programme is of great significance as it will change the personnel attitude and even that of the consumer who regards it as giving back to society (Perozzi, 2019). The corporate acknowledged a social need to society by appreciating the need for higher education in their team.

The initiative will significantly create a vessel to impart knowledge to the workforce and keeping them updated and abreast of the happenings in the industry to remain competitive and inspire dynamic innovations for the success of the company. Social responsibility initiative is such an incredible marketing strategy and it will increase demand for the products from the firm.

References

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