Human Resource Management

Name of student

Name of professor

Course Title

Date

**Answer 1**

 The company chosen is Netflix and it has a business model that is based on innovation in terms of visualizing the future in a manner that will allow it to take advantage of any development that it sees happening in the near future. It predicted that there will be Netflix and Wi-Fi installed in the televisions in the near future, it continued to extend its customer base. In order to achieve this purpose, the company needed a workforce which can also see the future developments in the market. A workforce will be selected based on comprehensive tests and interviews based on both bookish and practical knowledge. The company will keep those people who love to work with the company and who will constantly come up with new ideas. A very important aspect is that the managers are never away from the main line of action so they should change their position of work once or twice a week so that they keep themselves updated about the latest issues.

**Answer 2**

 The HR department is headed by the chief talent officer which means that company does not look for people rather it looks for the talent. The HR department allowed its workers to take off the vacation time that they felt appropriate. The basic HR philosophy for the company was to hire A class employees to work alongside people so that they are also motivated to work harder. The second aspect was that the people who had to be laid off were offered an extraordinary severance package. The company hired those people who can put the company interest ahead of all other things and made sure that it did not have to spend huge amounts of money to cover up the mistakes of only a small percentage of employees. Even if there is a hiring mistake, company will lay off the employee so that he does not make much of a loss.

**Answer 3**

 I would prefer the position of the talent manager at the company. This is a middle level position at the company which would mean that I will be interacting with the higher and lower management at the same time. This will also help me to learn from the seniors and juniors and I will also be able to communicate with all levels of hierarchy. I will be directly reporting to the chief talent officer so I will be well aware of the overall strategic objectives of the company. By communicating to the lower level managers and staff, I will be aware of the extent to which these strategic objectives have been implemented in their true form. I will also like the evaluation role in the making and implementation of HR strategy for the company (Iqbal, 2019).

**Answer 4**

 The challenge for companies today is not only to retain talented people but to engage them so that their minds are captured as well as their hearts at each stage of their work lives. In order to create a competitive advantage, Netflix will have to engage all its employees in each and every step of the human resource process. The engagement of employees will mean that they will stay longer at the company, be more productive and efficient and more loyal to the company. Customer satisfaction will also be affected with the help of increased employee retention and loyalty. The company will have to change the agenda for HR to employee engagement and commitment. Employee engagement is the extent to which employees commit to something or someone in their organization. The more important a job is to the organizational success, the more will he get engaged in all the matters of that organization. There is a slight difference between job satisfaction and employee engagement. Job satisfaction is the way an employee feels about his job. This is not as important as the employee engagement aspect (Lockwood, 2007).

**Answer 5**

 There has been a critical change in the working environment faced by the organizations. This change is concerned with the addition of people from all races and nationalities in company’s workforce. With an organization like Netflix, it is even more important because it provides online services to its clients and these clients may be from a variety of countries. In order to know the needs and wants of these people, companies have to keep some employees who represent these people. First way of increasing diversity is to use the website and social media aspects to hire people. This will mean that a lot more people will be able to see the job advertisements by the companies (Saxena, 2014). The second way to increase diversity is to keep some recruitment offices in countries other than the USA and particularly in countries with difference in race with the USA. This will provide the company with a constant stream of people with different racial backgrounds. This method will be more costly as the company will have to manage the costs of these offices. Another way to increase the diversity in workforce is to set a minimum quota for different races in the workforce and then make sure that these minimum percentages are adequately followed by the organizations. This method will work well closely with strong website run by the company because this quota system will be implemented with the help of this website. The best way to increase diversity is to effectively use the company website and social media pages to recruit people.

# **References**

Iqbal, A. (2019). The strategic human resource management approaches and organisational performance. *Journal of Advances in Management Research*.

Lockwood, N. R. (2007). Leveraging Employee Engagement for Competitive Advantage. *SHRM Research Quarterly*.

Saxena, A. (2014). Workforce Diversity: A Key to Improve productivity. *Procedia Economics and finance*, 76-85.