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 The dynamics of business are changing rapidly all over the world. The global business scenario has seen many changes in the past some decades as compared to any another period of time in history. This rapid modification has been observed due to the increase in the innovations and development in technology and the introduction of the latest techniques in the production of their units. An example of such a dynamic and fast-paced organization is SAS, which focusses on the well-being of its employees and developed various strategies to promote a healthy culture among its workforce.

 Attitude refers to the internal and underlying beliefs or perceptions regarding any specific concept, object, or values on the basis of which an individual designs his or her behavior. Various organizations adopt multiple ways in order to promote positive beliefs and attitudes in their employees so that a positive environment can be created (Cascio, & Boudreau, 2010). A positive environment at workplace automatically leads towards the happy and motivated employees, which lead towards better and healthy results in the organization. SAS is also one of those organizations, which believes in the promotion and maintenance of a healthy workplace environment so that it can shape up a positive attitude and instill a creative mindset among its employees (Video Case Study, 2013).

 The best way the management of a company can instill positivity in its employees is by adopting non-discriminatory processes. A company should try to be an equal opportunity employer and provide equal chances to everyone to portray their skills and talent for the organization. The HR department of a company can also contribute in this respect. It can help in creating and maintaining cultural fit in the company, which will develop an air of mutual understanding and respect among the employees. It can also encourage the employees to report any misconduct, whether it happens with them or they witness it happening with some other employee.

**References**

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