Your Name

Instructor Name

Course Number

Date

Title: Self and Society Term Paper

The coffee shop industry business in the United States includes more than 20,000 stores with an annual revenue of about $11 billion. The major companies are Coffee Bean, Starbucks, Tea Leaf, Dunkin’ Donuts and Diedrich (Gloria Jean’s) (Öztopçu). We are living in a time where everything is changing such as the nature of work, leveling of power between organizations and employees, and the rise of technology. However, most of the organizations that we operate within today, consist of outdated control and power. These organizations are lethargic to survive in a rapidly evolving environment. I want to open a coffee shop that can offer my visitors a new style of a coffee shop and will offer favorable coffee drinks and a comfortable and healthy environment where my staff and visitors can socialize and relax (White). To maintain a healthy environment in my coffee shop, I will take a closer look at some of the aspects such as:

Are my employees cooperative?

Are they working on a creative project and are productive?

Do my employees enjoy working in my coffee shop or do they wish to work somewhere else?

I will make the best efforts to create a unique place where my visitors can socialize with each other in a relaxing and comfortable environment while enjoying the best coffee in city. I will be committed to values such as passion, integrity, leadership and excellence. The design of my coffee shop will be both visually attractive to my customers and also ensure efficiency and fast operation. I will create a community gathering and lounge area for my employees with access to coffee and food. By this my employee will spend their time in the office and can also work in a relaxing environment. I will create a warm and inviting aura in my coffee shop to make it ideal for my employees to work in. I will provide my employees with a variety of spaces where they can work based on their needs and preferences while maintaining a connection with their colleagues and organizations.

Workplace culture is the beliefs, shared values, set of assumptions and attitudes that people in the workplace share. This is shaped by the social, cultural and individual context. In any coffee shop, leadership and strategic management and organizational direction will influence the workplace culture to a large extent. A positive workplace environment improves teamwork, increases productivity and efficiency, raises morale, workforce retention, collaboration, job satisfaction and enhances work performance. Most importantly a positive work environment also reduces stress in the employees. A positive workplace is the one in which all the employees are valued, nurtured and supported irrespective of color, sexual orientation and gender. All employees have an equal opportunity to progress and have equal access to all rewards and offers. Work rules if properly implemented and executed, maintain and create a positive work environment for all employees. For my coffee shop, I will form some work rules that will be flexible and can easily be adopted by my employees. I will hire those individuals who will match the culture of my organization. I will administer a personality test during the selection and recruiting process to determine whether candidates make a good match for my coffee shop or not. I will develop workplace ethics training programs for my management and employees. Training programs will not only focus on applicable rules and laws but also the workplace values and principle behavior. I will conduct training programs for my management team that will teach my managers how to become transformational leaders.

**Encourage Mental Break**

 According to different studies, it is reported that mental breaks are very important for creativity and productivity. Those employees who do not take breaks end up being more exhausted and stressed. I will encourage my employees to take more breaks and give them space so that they can mentally recharge and come back with improved focus. According to the 2011 survey by risk management, it was found that less than half of the employees take a break. Taking regular breaks can help the person relax and the task seems less tedious. Those employees who do not take breaks commit more mistakes, are less efficient and less engaged in the work they are doing. It is found that those employees who take regular short breaks are more creative and productive. Breaks keep the employees focused and engaged in their work and helps them to complete their tasks more efficiently and accurately. Breaks also reduce stress. Any stressful issue at work can lead to negative behavior such as irritability. In my coffee shop, employees have direct contact with the customers, therefore, employees should be in a good mood with a smile on their faces. Providing them relaxation in the form of breaks will help to keep my employees more energized and satisfied with the work environment (Kühnel et al.).

**Job Satisfaction**

The social environment of any organization is dependent on the satisfaction level of the employees. Those employees who are not happy with their jobs will frequently become noncooperative which leads to poor interpersonal relationships and in turn poor working environment. On the other hand, if the majority of the employees are satisfied and happy with their job then they will be more likely to contribute positively to the organization's culture and will create an environment where everyone strives for the betterment of the organization. I will try to create an environment in my coffee shop where all my employees will be satisfied and happy with their work. To achieve this, strategies will be adopted in which the progress of every individual will be recognized. Constructive criticism will be given to employees which will guide them in the right direction. Other than this, in my coffee shop, I will plan some team building activities that will not be related to work. As there will be different positions in my organization, therefore, this strategy will help me gather different expertise under one umbrella. For new employees, I will plan some games and social gathering activities which will help build a relationship. In my coffee shop, I will create such an environment where the higher management team will have full trust in employees. Employees will have the full right to share their ideas and opinions for the betterment of the company. I will try my best to create a friendly competition in my office. This will help in more productivity and will offer the chance to evaluate the performance of other employees. My main priority will be to create an environment where my employees get training to balance health life and good work. In my coffee shop, I will always be receptive to employee preferences. As employees will be in direct contact with the customers, they will always have a good suggestion for improvement in different areas. This will also motivate them and they will work harder and perform their duties well. I will set common goals so that my employees can work together to achieve them. This will increase teamwork and also enhance productivity. In my company, strategies will be formulated to monitor the progress of the employees and different rewards and bonuses will be given to those who accomplish their goals on time. This will build positive competition among my employees and in turn help in improving the performance of my company. Engaged and motivated employees have clear goals in their mind on which they can work together. For this, I will create a transparent policy for the promotion and progression of my staff to measure their performance. Measurable performance indicators are those that create healthy competition. When the goals of an organization are positively reinforced and employee’s achievement is recognized and celebrated, then it leads to the establishment of a positive environment at the workplace (Ahmad and Ibrahim).

Another strategy that I will adopt to improve job satisfaction among my employees will be to create innovation. By allowing this my whole team will work together and my business will flourish. Another approach which I will use is consistency. To run my business properly I will act like a boss. Besides instructing my employees to do work, I will also take interest in knowing my employees. This will help me to understand my employees as individuals and the main areas in which they can excel. This will also tell me how their passion can be utilized in favor of the growth of my business. I will create a safe environment for my employees where they can express their thoughts and ideas. I will specifically focus on providing a consistent schedule to my employees while respecting everyone's time. To keep business flowing smoothly, all the tasks must be completed on time while on the other hand, it is also important to show flexibility. Therefore, at my workplace, I will create some flexible workplace policies by keeping in mind that my employees also have a life outside the workplace.

**Teamwork**

Cooperation in the workplace is very beneficial to create a supportive social environment. When people will work together on different projects instead of competing, they will learn better. Best interest will be shared and what will benefit their coworker can also benefit them. I will create strategies that will foster teamwork among my employees. This will create a social environment that will be conducive to good work (Siddique, Procter and Gittell). Good teamwork will help to build morale among my employees which will make them more productive and ultimately increase the profit of my coffee shop. I will create a handbook for all members of my coffee shop in which detailed objectives and roles of the project will be clearly defined. I will encourage good quality teamwork by rewarding groups for their team performance. I will provide incentives to those who will work well as a team this will boost teamwork among my employees. I will boost teamwork abilities by defining the clear roles for every employee of my organization (Lacerenza et al.). Before the commencement of any project, I will work with my higher management team to outline all the skillset and deadline charts as well. I will assign responsibilities according to the ability of the employee. To identify the existing problem such as any kind of conflict or clash on how to complete the project, personality clash, one member of the group being unresponsiveness and inability to meet deadlines, I will try my best to make such policies so that issues can be resolved at the moment they arise. I will encourage my employees to discuss the issues they have collectively instead of letting them grow larger. I will give my employees enough time and space to interact and know each other on a personal level. For this, I will organize some team building activities and give my employees a chance to know each other.

One of the ways which I will adopt to create a social dynamic environment in my coffee shop will be to recognize the social leaders. I will recognize those people who help their team to change and innovate whether or not they have a formal title and formal authority. I believe that strong social leaders can emerge from anywhere within an organization. I will motivate my employees by highlighting the success stories and will give some kind of formal awards to recognize social leaders. I will build an appealing customer environment at my coffee shop. For this, my focus will be on the seating arrangement at my coffee shop. I will divide the area into different subsections where my customers will sit and enjoy their coffee. For example, I will place cozy sofas for friends who want to catch up over a cup of coffee. Whereas my sitting arrangement will be different for those who want to sit quietly and want to read a book. To create a relaxing environment, I will prefer to use soft lighting in my coffee shop that will emphasize relaxation. To facilitate my employees and customers, I will offer internet connectivity to all visitors (Kumar and James).

 In conclusion, in my coffee shop, I will try my best to ensure that higher management adopts effective management and leadership styles that encourage team work. Honest and open communication will be made vital to create positive feelings in the workplace. Regular assessment will be conducted to evaluate how my employees interact with each other. Feedback from every employee will be welcomed and opportunities for social interaction will be promoted. This will include morning coffee and family weekends. Procedure for complaining and preventing workplace bullying will be a crucial part of my company policy.

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