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HR strategies

The three strategic goals of that the company will focus on include;

* Placing the customer experience at the core of everything we do.
* Operating the business ethically.
* Bringing the McDonald’s experience to more customers- in their homes, their workplaces and beyond.

The three traits required by employees for the accomplishment of the identified goals include; loyalty, commitment, work ethic, and effective communicator. Their loyalty towards organization will allow them to perform their duties effectively with the aim of attaining organizational goals. Strong work ethic is crucial for achieving organizational goals. Positive work-environment is dependent on employees’ ability to engage in effective communications. It is important for building strong relationships with the customers and retaining them in the long-run (Stancil, 2012).

The common strategies that the company will use for attracting employees include coaching culture, hiring passive candidates, adopting effective interview techniques and attracting the best cultural fits. These strategies fit in with organizational goals because coaching culture will familiarize employees with the methods of building strong and long-lasting customer relationships. This will allow them to place customer experience a priority. Hiring the best cultural fit employees will allow the company to handle all customers efficiently irrespective of their cultural backgrounds or differences. The methods of hiring employees will help in catering diverse workforce because culturally fit people would manage to adjust with other employees. Their ability to engage with a diverse workforce will have positive impacts on organizational productivity and efficiency. A diverse workforce will help the company in attaining its goals of handling diverse customers. This is also useful for gaining competitive advantage as it addresses the needs of border customers irrespective of their age, ethnicities, race, religion and cultural backgrounds. Workplace diversity is crucial for organizational stability and success. It is vital for promoting innovation and creativity as employees in an open and friendly environment are more likely to use their brains. Diversity encourages innovation and productivity, so the strategy will be effective for maximizing returns. As the company aims at building an online website, it will allow the company to handle culturally diverse clients. The employees would handle clients having different ethnicities such as Asians, Europeans, Chinese, and Americans. Diversity will allow the company to attain its goal of providing better experiences to employees at homes and beyond (Khandelwal, 2016).

The HR strategy will focus on providing training through online platforms and face-to-face interaction in classrooms. In conference rooms, they will interact with the trainers once in a week. The training session will highlight their duties and motivate them to build professional skills. Online training materials such as videos will be shared via emails and the company's portal. The training program fits the organizational goal of Placing the customer experience at the core of everything we do. Through interactive training, employees will improve their skills and knowledge of handling customers. They will improve their communication skills and learn about workplace ethics. Providing awareness on workplace ethics will provide the opportunity of attaining the organizational goal of operating ethically. The areas of training that new employees will cover include knowledge on workplace ethics, communication strategies, and customer relationships. Training will be designed in a way that will ensure that employees collaborate effectively. Training will consider benefits for the employee because it will motivate them to become part of training. Career development opportunities will also be provided for improving employee participation. Online learning systems will be created for sharing study material and videos (Weinstein, 2018).

The retention strategies utilized are coaching and opportunities for career growth. The employees will be encouraged to share their concerns and feedbacks. The advantages include the creation of a collaborative environment for the employees and high morale. The disadvantages include high cost and time. To retain a diverse team, the company will adopt a conflict management strategy that will eliminate risky behaviors.

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