

Performance Management

Organizations should strive to employ strategies that are maximizing effectiveness in its operation without damaging its competence or culture. An organization should employ advanced technology to improve its productivity which ultimately creates a wide market share. E-business model is a strategy that promotes an organizational marketing approach. Leadership in an organization should use strategies that help to identify talents, develop as well as retain them. Organization should employ the culture of motivating workers by rewarding and recognizing the best performers that indirectly promote customer satisfaction and a win over a wide market share. The management should enhance their competitive advantage through positive publicity such as charitable activities involvement.

Recruitment and selection strategy helps to get suitable professions that led to the profitability potential of the organization. Significantly, the performance management strategy results in hardworking employees since they want to produce appealing working results. This book seeks to discuss the most sustainable strategies for organizational competencies. Organization should endeavor to comply with the most advanced technology in order to compete favorably with other firms in the industry. This will significantly help to raise high returns on investments. In this regard, an organization should be capable of effectively manage change whenever necessary. Therefore, the leaders and management should employ a strategic approach to facilitating change that will optimally effective the profitability potential of the organization.

Change in an organization is associated with various elements including effective communication, training, personal counseling and implementation monitoring. Firstly, change requires an advance communication to the entire workforce concerning the necessity for the adjustment. Also, the management requires establishing a change plan to ensure a systematic implementation. Secondly, it is essential for employees to adapt and understand the change via an effective training and education. This is because the new process and the related skills are unfamiliar to the employees and they have to learn to adapt to the new daily workflow. Thirdly, there should be personal counseling department such as the human resource to help the employees who may feel uncomfortable to about the change. Finally, the management should monitor the flow of change in the organization.

This should be done through statistical data that can help to compare the previous and current performance. Similarly, it should monitor how the overall production

progression is fairing with the change. Management should fine-tune on change strategy to ensure its success whenever the change is not effective compared to the previous process. Therefore, organization change is a crucial strategy to ensure it suits the current market requirements as well as improve the efficiency of the firm.

The e-commerce business model is a strategy that promotes an organization marketing approach. It enhances the buying and selling part of the business via internet orders. Apparently, e-commerce is a convenient strategy that enables an organization to penetrate into the international market. Additionally, the customer relationship is promoted since the internet options particularly the social media platform as well as the website allows to hold a conversation. Initiating an effective communication to the clients will boost the customer relationship. As a result, the organization can gain a wide market share which eventually results in profitability. On the contrary, the e-business strategy is connected to supply chain expenditures.

These are business activities that are worth practicing since there lays a higher return on investments. Furthermore, fewer organizations will take part in the kind of business sectors which lowers the competition range. Supply chain activities enhance the organization competencies, sustainability, timing, profitability, and opportunism. However, the internet strategy is a hyper-competitive business environment which requires the organization to effectively use its resources to obtain a competitive advantage.

In this regard it is important to establish a dynamic set of resources that model in order to effortlessly ascertain and allocate resources. It is essential for management to identify, develop, and retain talent in an organization. This will involve direct supervision during working sessions and teamwork approaches. Beside, job rotation and motivation of employees can help to identify talents which basis the organizational prosperity. In the regard, talent management system should be employed as well as training the leaders and manage the better methods of identifying talents. This will eventually boost the productivity of different departments of the organization which is the basis of its entire success.

Significantly, visionary leaders are focused on updating existing talents through training and motivation approaches. These leaders endeavors to develop, manage talent with heavy investments. As a result, a strong culture characterized by high performing teamwork, accountability, and qualified resources. Also, it helps to improve HR and entire organizational effectiveness. Therefore, leaders should employ talent identification strategy and team working culture that helps to acquire current business needs.

Positive publicity is a business strategy that influences the business reputation resulting in competitive advantage a positive reputation of an organization in the market contributes to the brand loyalty. Apparently, publicity in advertisement are focused on promoting the overall competitive advantage of the organization in the market. However, publicity comprises of activities such as involvement in charitable events this

indicates the donating strategy.

Time and talents is a business development. Additionally, organizations should engage in charitable activities that comply with its line of duty and utilizes their unique skills. Many charitable events involvement will provide a platform where the organization can meet a large variety of clients. However, fewer charitable activities are effective because it will help to capture and retain customer's who are easily manageable.

Significantly, an organizational magazine or brochure featuring the charitable events is more meaningful to clients. This is a strategy of gaining loyalty and building a stronger relationship with customers in the market. Therefore, the organization should endeavor to be involved in charitable activities that help to create a positive reputation in the market as well as a stronger relationship with the prospective customers.

Management should use the recruitment and selection strategy that helps to hire the suitable personnel for the existing job. This should be done by forecasting the kind of jobs that will be available in the future to be able to understand their positions and duties to undertake. In this case, management should record the outline positions and create a targeted recruiting plan which include responsibilities, knowledge, competencies, relevant skills and cultural fit identifying process. In order to find the person with top qualifications, the organization should use creative and current recruiting sources such as a social media platform. Meanwhile, the recruitment strategy that allows the management, organization and the candidate to learn about each other is significantly the best approach.

The management should also use the performance management strategy for each employee. This will drive employees to work extra hard to give appealing results. In deed, it allows feedback and space for improvement to the employees as well as motivation to the workers who have done extremely well. On the other hand, the strategy manages problem performers and increases compensations and bonuses to employees as a result to the company performance. However, the management should establish an individual development plan for the poor performers to ensure their frequent monitoring. If, the problem performer does not achieve the expectations the opportunities and tools he or she has been granted to facilitate his improvement, it is wise to eliminate them. This is because they may affect the rest of the team which can result in resources drained as well as huge amounts of losses. Therefore, the management should attempt to employ a performance management strategy that motivates the employees as well as help to identify poor performing workers.

Significantly, management employee's engagement is a strategy that should endeavor to employ to boost the workers satisfaction. The engagement should involve decision-making as well as early communication on a certain concept. Evidently, communication is effective for transparency since the employees want to know the organizational ability to pay salaries on time. Also, the workers need to know the worthiness of their work to provide bonuses and salaries increase. Additionally,

conducting an employee contentment survey should ensure that questions are carefully designed to get comprehension of the things that are critical to the organization. The feedback method should be anonymous to ensure that they feel comfortable, therefore, giving honest response concerning their feelings.

The leadership team should synthesize the data and conduct a feedback session with the workers this will help to establish an action plan to those dissatisfied. Therefore, the employee's engagement strategy helps to identify the unsatisfied individuals. Besides, the management should endeavor to celebrate jobs--things that employees love in an aim to establish overall satisfaction for greater performance. By rewarding and recognizing employees who provide the best performance helps in boosting the morale of the work force. In fact, it demonstrates appreciation for the contributions toward the success of the organization. Also, it promotes productivity of individuals and group performance. Obviously, happy employees will provide quality services to customers enhancing the customer relationship as well as establishing their loyalty. Moreover, it improves the customer satisfaction, internal moral and ethics compliance as well as preventing turnover. Rewarding should incorporate birthdays and anniversaries acknowledgement. Also, end of year bonuses, tea break, and fun Friday refreshments should be included.

Additionally, the rewarding employee is a strategy for retaining employees as well as training new ones. This significantly helps to decrease the long term training cost. Evidently, rewarded employees go an extra mile and are productive with greater loyalty as well as eager to contribute to the firm in a meaningful and impactful way. Therefore, it is essential for management in an organization to recognize and reward employees to establish a workplace morale that results in the overall prosperity of the firm.

Effective HRM is a strategy that helps to achieve an organizational mission, vision, and goals. Consequently, the HRM personnel should consist of professional experts to be able to achieve competence. They recognize the direct association to be able to maintain between programs, procedures, policies, and services they compromise in the organizational purpose. The chief HRM officers should implement strategic approaches with work that begins with thinking before performing. In fact, they should endeavor to comply with the HR philosophies and policies. Besides, they should have a serving and help mindset that influences organizations, staffing, and operations. Ultimately, the HRM officers should leverage human potential on behalf of the entire firm in order for it to achieve the goals and objectives. In his regard, the biased to employees alone; instead, they should work for the better of the organization. In deed, they should develop, support, encourage and enable employees in building capacity for the better of the firm. Besides, the department should empower, enable and engage the workforce for the welfare of the organization Therefore, the HRM department has a crucial role finding, developing, managing and nurturing talents in an organization to ensure its growth and development.

Conclusively, performance management is a crucial element in alignment and mobilizing the entire organization to reach high productivity as well as collaborate to deliver results. The technological advances ease the performance management per individual employee thereby helping to trace poor workers in an organizations. Similarly, the technology has greatly promoted the e-commerce in the current organization. This marketing strategy helps to reach a global market for their products. Besides, the internet provides the social media option which enables customer feedback as well as strengthening the relationship between the clients and the organization.

Typically, organizations are using publicity techniques to create awareness abut the company as well as its products among its prospective and future customers. On the contrary HRM department is an organizational success-based strategy whose compliance results in organizational reward system brings competencies. Apparently, the morale to hard work thereby influencing higher productivity in the long-run; of teaching and consulting.