

**“Achieving Success in sustainable growth of the organization by leveraging on employees and organizational culture”**

**By**

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**Abstract**

It has undoubtedly been proved that engaging the employees in the right type of task has been a key in improving the productivity. But to achieve high results the employees must be induced to the best culture where the employee feels at an ease to deliver the best.

Having fun Fridays, making Saturday a week off does that really add to the best working culture, if yes then to what extent? Do the organizations really help the employees achieve a work life balance? Do the top leaders realize that this a collaborative effort of both the employee and employer relationship? If the employee puts in his/ her heart, brain and soul to the work is their work getting enough consideration? Has the organization really moved from the old structure of No. of hours worked to the quality of outputs?

Many organizations have failed because they haven't been able to utilize the key components in the best possible way. This paper highlights on how the game can be turned by just focusing on the major key inputs and how the best deliverables can be achieved.

**Keywords:** Relationships, collaborative efforts, dynamic, impartial, fairness, equality, Statement of the problem

**Introduction:** This research aims to study and develop the correlation between happy workplace and productivity. The method of data collection was collection of data using secondary data. Selection of the organizations was done randomly amongst the Happy Workplace index Survey.

My research paper portrays and excellent connection between different factors that make the workplace a great place to work. This research focuses on the aspect of being employee-

centric organization and the benefits of it in the long run i.e. being able to retain the employees in a long run and to involve the employees in the decision making process and make them feel involved in the process.

“How can the organizations achieve Success by leveraging on employees and organizational culture? How does workplace culture matter and what is its correlation with the productivity at large”

What does it take to be successful in business? It is not a dream which can be fulfilled overnight. Talent, good ideas, innovation, creativity, hard work, motivation, technical expertise, etc when all these elements are put together then the big dreams are achieved. But when the owners of the company have great visions and missions and big dreams, do they really think that even the employees working under also have their dreams. They also have a vision and mission in their lives. If the employer considers about the employees dreams and helps him to try and achieve his, this helps in building a long term relationship and further helps in boosting the productivity of the organization.

The problem arises when due to heavy workload, organizations expect their employees to toil hard, regardless their working hours, their stressful situations and the pressure of achieving the organizations goals. In this bargain the employees also put in a lot of efforts considering that they will be rewarded. But at the end of the day the little monetary rewards are not really sufficient for the employees to keep them motivated. In order to tackle these tough situations what do the organizations do to bridge this gap.

### **Background of the study**

For a business or an organization to be successful there must be a strategic alignment of the leadership, organizational structures and management systems and last but not the least an excellent organization culture. Productivity is measured as giving the best product to the customer at the lowest price and building very good relationships by delivering it at the right time. And this cannot be done by machines alone. What Machines can maximum do is, manufacture the product in the desired way but there has to a mechanism which has to be

developed to make it available for the customer in the right place on the right time. And to undertake the task and get the work done the workforce has to be always on the tip of their toes. It's a pressure under which the employee has to be even at times of their relaxation etc. The paper aims at bringing out different aspects of business where culture can contribute to make the workplace a more happening and productive at the same time, a pleasure to work.

**Research Objectives:** The objective of the study is

- 1) To conduct a research on the industries that have been proved to have best workplace culture, and try to bring out the factors that make them the best workplace.
- 2) What do the employers of the above organizations do to convert the stressful work environment into an organization with a very good work culture?

**Research Methodology:** In this research secondary data has been used because of the limitations of time. Data has been collected from various sources like internet and research papers also.

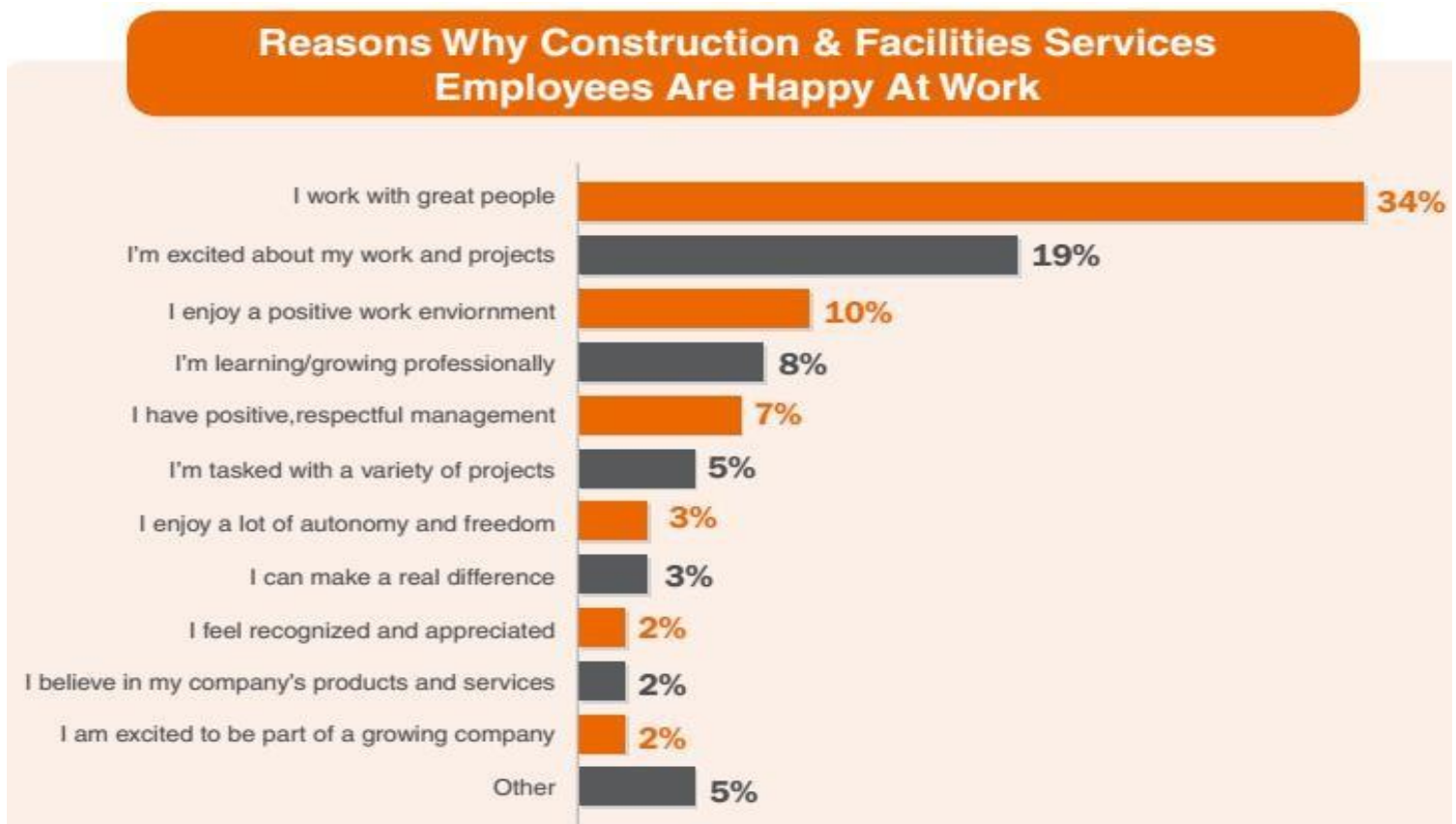
### HAPPIEST INDUSTRY RANKINGS

#1	Construction & Facilities Services
#2	Consumer Products & Services
#3	Technology & Software
#4	Telecom, Energy & Utilities
#5	Healthcare, Pharmaceuticals & Biotech
#6	Hospitality
#7	Media & Entertainment
#8	Finance & Insurance
#9	Education
#10	Business Services & Consulting
#11	Government & Nonprofit
#12	Manufacturing

A research conducted by TINYpulse, 2015 Best Industry Ranking Report brings out some interesting insights into the happiest (and unhappiest) industries around. The TINYpulse report surveyed more than 30,000 employees from more than 500 companies on their overall job satisfaction, coming up with the following results:

Source: <https://www.entrepreneur.com/article/242382>

**Data Analysis:** The above data clearly mentions that the construction and Facility Services is the happiest Industry when rankings were made by the survey. When they were further questioned the following were the reasons what made them so happy



Source: <https://www.entrepreneur.com/article/242382>

According to the data above, the factors that create happiness amongst the employees are:

- 1) Employees like to work in the Organizations that encourage creativity
- 2) Team Work/ Satisfaction with colleagues and peers
- 3) People feel happy with the nature of Individual's projects

Another Research says that the following are the following things that companies must offer to keep their employees happy and motivated that are:

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- a) Monotonous work: This is something that employees don't like is doing the same task repeatedly. This hampers their creativity at the same time also creates frustration amongst them

*Flexible timings:* Timings flexibility is need based certainly though it has to be matched well with the availability of the workforce

*Commuting:* A long distance traveling and traffic timings also create frustration amongst employees

*Outings/ picnics:* These picnics and short outings create a feeling of belongingness towards the organization. It helps people to work more fluidly together

*A welcoming environment:* The employees must feel like that they are welcomed with dignity, respect, and their workplace is a real fun to work and the feelings are genuine.

According to Sephora US, I have derived certain findings:

About Sephora: Sephora is a global prestige beauty retailer committed to putting our client first--always. We are able to teach, inspire, and play with our U.S. clients through 400 stores, nearly 500 Sephora Inside JCPenney boutiques, and an award-winning website and mobile app.

**ABOUT THIS COMPANY**

Website:www.sephora.com	Industry:Retail
US Headquarters:San Francisco, California	US Employees:16,151
Employees Worldwide:30,000	Corporate Structure:Private
Founded:1970	

**What employees say?**

Employee Ratings:

Ratings based on Parameters	Extent in percentage
Great Challenges	93
Great atmosphere	95
Great rewards	91
Great pride	97

Great Communication	94
Great Bosses	93

What employees say?

92 %	When I look at what we accomplish, I feel a sense of pride
92 %	I'm proud to tell others I work here
87 %	People care about each other here
86 %	I can be myself around here
86 %	I believe Management would lay people off only as a last resort

According to the reviews of great place to work study the facts/ programs they feel really capture what's unique about their workplace. Here is what they had to say. When interviewed the employees said that the following things make people happy

- Perks and Programmes
- Standing together in the good and the tough times
- Give confidence to those who need it
- Support the women by different budding entrepreneurship acceleration programs
- Incubation centers like innovation lab
- University for learning and career development
- Rewards that are shared like bonus etc.
- Maternity benefits for moms and dads too
- Fridays with different themes
- Some days celebrated for special surprises and delights like “ Donut day”etc
- Free gifts/ vouchers for employees

**Perks that are very useful and for routine requirements of employees**

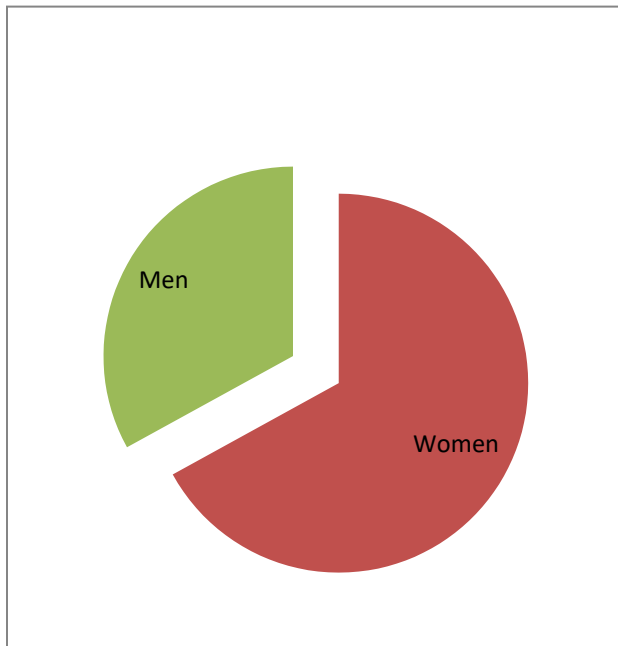
- Free beverages during the day
- On-site package/ mailing service

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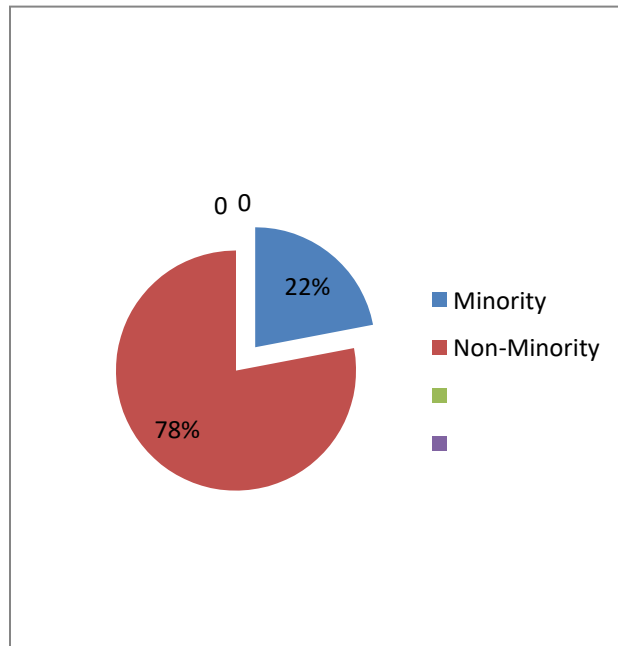
- Massage therapy
- Fitness classes
- Dry cleaning
- Subsidized public transportation
- Discount ticket sales
- Convenience store
- Banking

**Things other than Perks that make the employees happy at workplace are:**

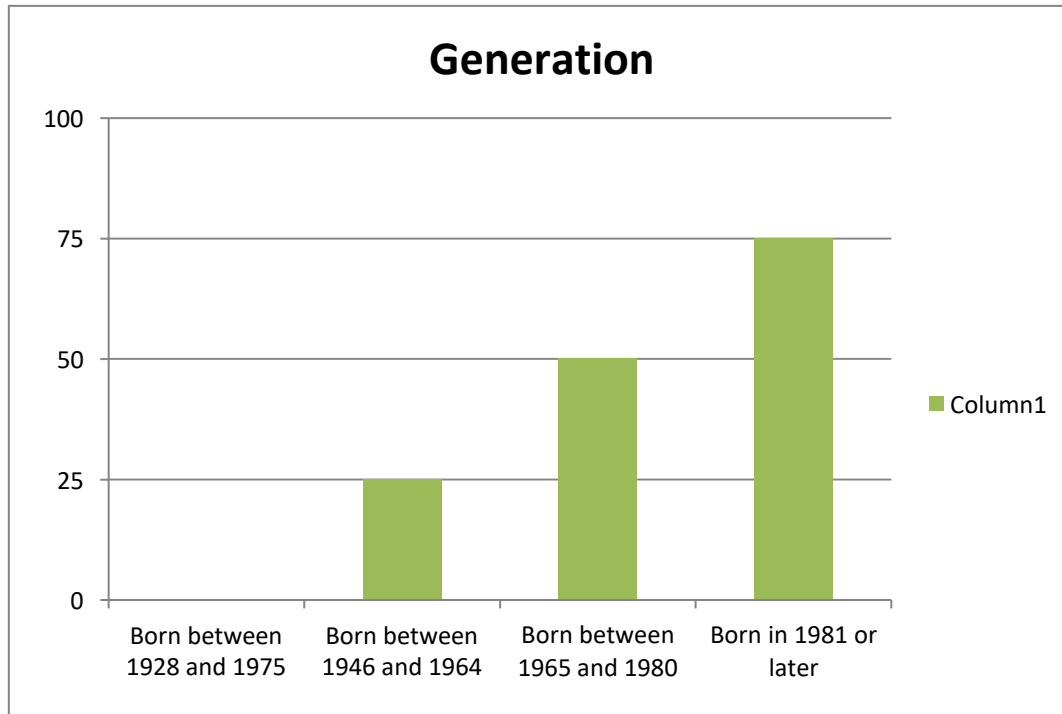
- Work-life balance programs
- Family care programs
- Health insurance covers
- Onsite health benefits
- Diversity
- Executive diversity



Women Executives



Demographics



### Findings and conclusions:

Not any two companies have alike features. Everyone has something unique than the others. But when I tried to find out few practices that organizations do I felt like recording them and I have put them together.

But one thing common which I observed in those companies which are the best in the survey according to the Best workplaces in technology sector was high rate of commitment amongst the employees. Based on the research, few conclusions recorded are as follows:

Involvement of the employees in the decision making that affects the future of the organizations.

- Strong reward system and recognition programs
- Professional respect at their work engagement
- A very dynamic and excellent leadership at the Top level



To elaborate at large the finding states that, the employees themselves speak for their companies and are proud of their association with the organizations. More people apply there because they know about the culture and are motivated to work because of the word of mouth. They have a pool of applicants from the referral schemes also. Many people come in because they feel that they can innovate. Below is the innovation index based on the Survey report of the GPTW Survey

Great place to work @Innovation Desk	Best Workplace winners	Bottom Lead companies
Management involves people in decisions that affect their jobs or work environment.	88%	62%
Management genuinely seeks and responds to suggestions and ideas. 92% 70% Management shows appreciation for good work and extra effort. 94% 73% You can count on people to cooperate. 95% 77% Management recognizes honest mistakes as part of doing business.	92%	70%
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Many people like the organizations because they like the culture of fairness, equality and impartiality. The following survey statement helps to prove the above statement.

Great Place to work @ Trust Index	Best Workplace winners	Bottom Lead companies
I feel I receive a fair share of the profits made by this organization.	85 %	53 %
Promotions go to those who best deserve them	90 %	67 %
People avoid politicking and backstabbing as ways to get things done.	92 %	69 %
Managers avoid playing favorites.	86 %	64%

Truly speaking nothing is as convincing as getting lavish perks from the organizations and hefty paychecks. But it is not just the story. The real satisfaction for the employee comes from within when she/ he feel the strong connection and feel of belongingness and that comes with the underlying factors like:

- Strong trust based relationships
- Including the employees in making the decision
- Freedom to innovate
- Fairness in every action
- Recognition

In the long run the employers have realized that taking care of the employees by giving them the above and trying to retain them is a greater investment in true sense rather than investing in the superficial things. This is all about investing in the making the relationships stronger.

**References:**

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