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MGT530 HR Policy proposal

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HR Policy proposal

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1. Introduction

Shwan Company is a fast-growing company in the area of smart home technologies, an innovative sector of advanced systems and devices integrated into a home to enhance convenience, efficiency, and security. Being the company that sees itself as a major player within this dynamic field, Shwan Company's success is deeply connected with the capabilities and motivation of its workforce. It offers a portfolio of installation and servicing services in the realm of high-end home automation, including smart lighting, home security gadgets, and energy management tools that require a very highly customer-service-oriented but technically expert employee.

It has now become increasingly evident that if Shwan Company is going to expand operations and establish itself as a market leader, the human resource policy at present will have to evolve both for the growing workforce and to meet strategic objectives. The HR framework that exists currently in the company has been good to meet early-stage growth, but now, with expanding business, there needs to be a more systematic and proactive approach towards human resource management. For a long time, management at Shwan Company has realized that a truly professional and motivated yet well-cared-for staff is an essential ingredient in ensuring not only immediate operational success but also the survival of the company in the long run and maintaining it at its competitive edge.

The report shall, therefore, critically analyze the existing HR policies at Shwan Company, determining those crucial areas that need attention for improvement. It shall give an in-depth critique of the company's strategies in such aspects as recruitment, employee retention, communication, and performance appraisal. While pointing out the ineffacies and gaps in the aforementioned areas, the report shall lay a foundation for proposing effective and modern HR practices.

The main points for this report include proposing new human resource policies to help assist the company in achieving its strategic vision related to leadership in smart home technology. These new policies involve a few points of interest, such as an even more fully developed professional growth program that truly balances work and life; enhancing the quality of service for the customers by sharpening the focus of training programs and offering performance-based incentives; implementing technology solutions that make it easier to communicate and collaborate inside the firm across departments; and updating the company's understanding of employee performance appraisals in such a way as to encourage ongoing feedback and personal growth.

It would also involve the following three most important positions that are of core importance for the operational and strategic development of Shwan Company: a Secretary, a Marketer, and an Operations Manager. This report will specify job postings for these positions and suggested starting salaries to make the offer competitive within the industry. These listings will help the company attract top talent, defining responsibilities and qualifications for each position that will keep its workforce agile and open to industry trends.

The follow-on report will also develop a health, safety, and wellbeing guide suitable for the operational needs of Shwan Company beyond the tasks of recruitment and performance management. In such a highly technical and fast-moving environment-such as that dealing with smart home technologies-employee wellbeing becomes a core component in maintaining productivity and driving innovation. It will consider physical safety measures, mental health support, and overall wellbeing programs that will enable a supportive and balanced work environment.

This report is a strategic guideline to enable Shwan Company to formulate its HR policy with the view of equipping it with the tools necessary to attract, retain, and develop staff who will drive innovation in smart home technologies. In other words, the adoption of these policies by Shwan Company enables it to attend to the challenges of the industry while growing and maintaining its trajectory towards market leadership.

2. Critique of Shwan Company's HR Policies

Shwan Company's human resource policies are highly centralized on recruiting, induction, and yearly performance appraisals. While all these processes are important for the basic functioning of an organization, they are highly lacking in certain areas, especially with respect to long-term employee motivational engagement, employee satisfaction, and growth of the organization. The fast growth of the organization in the highly competitive smart home technology industry creates the need to re-examine and re-align some of its current HR policies and practices with the changing workforce requirements and business objectives.

Employee Development

The most pronounced deficiency in the HR policies of Shwan Company is a well-structured career development program. While the company does provide general training to new recruits, such training is usually confined to immediate job functions, offering little avenue for professional growth beyond those positions. Employees have also voiced frustration about a lack of defined paths for advancement, especially within operations and customer service. This is the prime reason for high turnover, as most of the employees feel that they have been stuck in their positions for a long time and that other organizations can offer them a wider set of opportunities for development. In today's tough job market, employees are looking forward to seeing how an organization can contribute toward a long-term career path, and Shwan Company, with their inability to provide such opportunities, is at a disadvantage regarding talent retention.

Employee Retention

The other critical area is employee retention, and in that respect too, Shwan Company's HR policies are not up to the mark. Exit interviews have reported turnover in customer service and operations to be considerably higher than the industry average. Less appreciation and no avenues for personal growth were cited as major reasons by most of the leavers. The strategies being implemented at present in an attempt to boost retention do not go far enough to overcome such underlying issues. Without the best retention programs which recognize and reward the contributions of employees and provide them with avenues for career development, it stands in danger of continued turnover that may disrupt its operations and increase its recruitment costs.

Communication Barriers

Another area the Shwan Company needs improvement is in the area of communication. The company still depends on traditional ways of communication, including emails and departmental meetings rarely held. While these approaches might be acceptable for much smaller organizations, they don't match well with a rapidly moving, interoperable industry like smart home technology. More often than not, such practices result in sluggish decision-making, inefficiency in the execution of projects, and miscommunication at departmental levels. This underlines the relevance as the company grows to the requirement of more streamlining and dynamic communication platforms to maintain agility and coordination across teams.

Outdated Performance Reviews

Other issues include dependence on yearly performance reviews by the Shwan Company. Although performance reviews are a proven way to measure the impact of employees in any given organization, the present system of yearly performance reviews does little to adequately provide such employees with timely and meaningful feedback. Up to this point, many employees have brought up the issue that the wide spacing between reviews has made it difficult even to locate their progress or see where improvements are warranted. With today's fast-moving business environment, continuous feedback and regular check-ins are what hold the key to employee engagement in meeting performance goals. Without ongoing feedback, employees at Shwan Company feel out of touch with their personal growth and unsure how to align their efforts to meet the objectives set forth by the company.

Summary

In a nutshell, while the HR policy in Shwan Company is in place for basic employee management, it certainly needs an overhaul with serious modification if the company is to grow in a long-term and competitive manner. In this regard, some serious lacuna can be identified regarding non-availability of well-organized career development programmes, ineffective retention strategies, problems in communication and traditional ways of performance review. Addressing these gaps can help Shwan Company improve satisfaction, retention, and overall performance of the employees for the company to remain competitive within the smart home technology market. The specific recommendations for updating and enhancing these HR policies are discussed in further sections of this report.

3. New Proposed HR Policies

It is necessary to devise new HR policies at Shwan Company, so that the identified main challenges pertaining to employee retention, customer service, internal communication, and performance management can be resolved for its long-term development and sustainability. The next policies are going to be helpful for ensuring employee participation, operational efficiency, and making the work environment caring and productive.

a. Improvement in Employee Retention

Employee retention deals with stability and efficiency within Shwan Company. High employee turnover contributes to disruption of activities, low morale, and increased costs related to hiring and training. In

responding to this, Shwan Company is encouraged to pursue the following policies that will stem the tide of employee loss:

- **Flexible Work Arrangements:** An effective strategy for retaining employees who are not critical for on-site operations includes flexible work arrangements and the opportunity to work from home. Flexibility in today's workplace is no longer a luxury but an expectation, especially for industries involving technology. Allowing customer service workers-home-based, for instance-can help decrease commuting time and give them a more relaxed work environment to somehow increase their job satisfaction and decrease feelings of burnout. In a similar vein, other administrative personnel may have a need for hybrid working models to allow a balance between personal life and professional life.

- **Career Growth and Training:** Career growth opportunities will also be an effective retention tool for the employees. Shwan Company should implement personalized career development programs which are aligned with the career objectives and competencies of each employee. This may include, but is not limited to, workshops, certifications, and mentorship programs that advance their technical capabilities, leadership competencies, and job-related competencies. It is with these kinds of investments in professional development that Shwan Company will enhance its own workforce quality and gain a more committed and active workforce. Workers will tend to stay longer in companies where support for employees' long-term career goals can be advanced.

- **Employee Recognition Program**: Apart from this, another significant retention improvement strategy would be the implementation of a structured employee recognition program. Those employees who feel that their contribution to the company is recognized and valued are more likely to continue with the company with more engagement and commitment. The Shwan Company should establish monthly awards recognizing excellent achievements in exemplary customer service, leadership, and innovation. Besides public recognition in company meetings, other motivators may include tangible rewards such as bonuses or gift cards. Once a recognition culture has been developed, the employees will feel motivated and want to keep up the good work since they will know their inputs are not going unnoticed.

b. Improvement in Customer Service Delivery

The nature of the business of Shwan Company requires highly technical products, and to build reputation and loyalty among customers, customer service should be truly exemplary. To achieve exemplary customer service practices, Shwan Company should implement the following set of HR policies:

- **Customer Service Training:** Customer service representatives should be obliged to go through training that lays emphasis on communication, product knowledge, and problem solving. In smart home technology, there exist many customers who require a little extra support than the basic level of troubleshooting. This knowledge equips employees with variable knowledge so that responses to queries are dealt with effortlessly and effectively. Ensuring customer satisfaction will reduce the time needed for solving the issues at hand and, in turn, ensure smoother operations.

Incentive Programs: Another strategy to motivate employees to achieve the best results in customer service is through performance-based incentives. This is where Shwan Company can give the customer

service representative a bonus or other forms of incentives based on the highest rating of customer satisfaction obtained or possibly the fastest resolution time of an issue. This creates a win-win situation where the employees themselves are triggered to be at their best in their respective roles, while the company benefits from better customer relations. A clear link between performance and rewards can also boost morale among employees, as it helps them understand and appreciate the value of their contributions to the success of the company.

c. Using Technology to Improve Communication

For effective running, communication is key, and this has increasingly been the case as Shwan Company has grown. Presently, the company relies on old forms of communication, such as email and meetings, which are beginning to hurt the company's ability to make quick, effective decisions. The following are some technological solutions to enhance internal communications:

- **Collaboration Tools**: The Shwan Company should implement collaboration systems such as Slack or Microsoft Teams to provide real-time communication across departments. These platforms boast of instant messaging, file sharing, and video conferencing that enable the employees to work in a team more effectively irrespective of geographical locations. It is quite important when the team is working remotely because communication gaps result in the overall delay of project timelines. By implementing these tools, Shwan Company will be able to improve its departmental coordination internally; therefore, accelerating the process of decision-making will improve the outcomes of projects.

HR Management Software: Human Resource management software can help and facilitate all types of administrative work related to tracking employee attendance, performance reviews, and feedback. Making them digital will save the Shwan Company time from doing paper works and will ensure employees are regularly informed about their progress and goals. Human resource management software enables detailed reporting that can help the manager make data-driven decisions regarding workforce management. In turn, this will further enhance the efficiency and increase the transparency in human resource operations at the company.

d. Revising Employee Performance Appraisals

The current system of annual performance reviews at Shwan Company is neither able nor efficient in offering timely constructive feedback. Consequently, employees will complain of not getting frequent feedback, which mostly results in disengagement due to confusion or frustration about how to perform better. Following is recommended updating the performance appraisal process:

Quarterly Reviews: The Shwan Company needs to shift from annual performance reviews to quarterly performance reviews. In that regard, frequent reviews will give employees feedback on their performances and help them stay on course towards achieving their professional goals. Quarterly reviews will also give management an avenue to discuss challenges or concerns the employees are experiencing, and where necessary, allow for timely intervention and support. The approach will create a culture of continuous improvement where employees are closer to their work and the objectives of the company.

-**360-Degree Feedback**: The introduction of 360-degree feedback will give the employee a broader perspective about their job performance. In such a system, feedback for the employees comes not only from direct superiors but also from peers, subordinates, and customers where applicable. This multisource

feedback is instrumental in allowing the employees to understand both the positives and shortcomings of their personality and thus enact more wholesome professional development. It also encourages a culture of accountability and transparency where the employee will be appraised by a diversified pool within the entity.

These changes in new HR policies will bring a non-judgmental, efficient, and productive workplace. The company will, therefore, be assured of retaining the best talents that will improve customer satisfaction, enhance internal communication, and engender continuous professional growth. These are changes that will make a difference for Shwan Company in its quest to ensure long-term success within the competitive industry of smart home technologies.

4. Job advertisement and starting salaries:

Shwan Company is venturing into the competitive market of Smart Home Technology. The company needs to fill three very important positions: Secretary, Marketer, and Operations Manager. All three of these positions will be highly instrumental in ensuring smooth internal operations, proper selling, and promotions of the company's products and services, along with effective handling of day-to-day operations. Each position has its associated responsibilities and qualifications to ensure that the company recruits only the best talent that can help it further its growth and strategic goals. Below are the complete job descriptions, responsibilities, qualifications, and starting salaries for the three key positions.

a. Secretary Job Description:

The Secretary will act as the backbone of the administration team at Shwan Company by ensuring that communications in the office are properly addressed and followed up on, key meetings are scheduled, company files are organized, properly maintained, and easily accessible, while general administrative support to staff is readily available. The post of Secretary is crucial to the smooth flow of all the functions within the offices in seamless coordination between departments.

Responsibilities:

• Handle telephone calls and emails in a timely, professional manner; follow through on communications.

• Arrange and schedule meetings for the management team and key staff, including providing advance notice to participants and preparation of relevant meeting materials.

• Maintain all digital and physical records for easy access with secure storage.

•Assist administrative staff with daily activities in coordinating travel arrangements, preparation of reports, and special projects as assigned.

•Front line contact for visitors and clients who deserve a warm office welcome.

Qualifications:

•High school education or equivalent required; Bachelor's degree in Business Administration preferred or related field.

• Organizational skills and attention to detail should be very strong, as the job requires working on multiple tasks at one time.

• Proficient in the Microsoft Office Suite, with greater emphasis on Excel, Word, and Outlook, for effective office management

• Excellent verbal and written communication and interpersonal skills, to interface and interact with colleagues, clients, and external partners.

Starting Salary:

$35,000 per year. This is a very average rate considering the position may be filled by an entry- to mid-level administrator in the technology industry. Benefit and future advancement opportunities within the company will also be competitive to attract qualified candidates.

b. Marketer

Job Description:

It is expected that the Marketer will drive brand visibility and market presence for Shwan Company by developing and executing strategic marketing initiatives. This role, with a core focus on digital marketing and social media, will be involved in promoting the products and services offered by the company through appropriate campaigns aimed at increasing customer engagement and sales. Responsibilities:

Develop and implement creative marketing activities that raise awareness about smart home products among targeted customers; provide a company profile, increase awareness, and drive sales in the smart home product line of Shwan Company.

Oversee the firm's social media accounts to ensure timely creation, scheduling, and responding to customer inquiries on social media channels.

Coordinate with the sales and product development teams to make sure the marketing activity is well-supported by company strategy and customer needs.

• Continuously analyze the trends in customers, market data, and competitors' strategies to identify and implement changes to marketing strategies for Shwan Company to further or maintain its competitive advantage.

 • Manage the company's SEO strategy in concert with external partners through effective online advertising campaign designs and executions.

Requirements:

 • Bachelor's degree in Marketing, Business, Communications, or related field is required.

Experience in digital marketing, social media management, and content creation is required; must understand how to leverage online platforms to engage target audiences.

Must understand the strategies and practices of SEO, Google Analytics, and online advertising platforms that drive online traffic and sales.

• Strong analytical skills and the ability to interpret data and metrics for the optimization of marketing efforts and ROI.

• Excellent in communication, creative to an extent that engaging content is created which the customers of Shwan Company can relate to.

Starting Salary:

$50,000 per year. Competitive for digital marketing professionals in technology with growth potential based on performance. c. Operations Manager Job Description:

The Operations Manager will be in charge of the day-to-day operations at Shwan Company. He will ensure that all the departments contribute to the attainment of the company's objectives effectively. It involves running the supply chains, customer service, and inventory while teaming up the teams for efficiency.

Responsibilities:

• To manage the supply chains by ensuring inventories are well managed and timely delivery of products to customers.

• Liaise with other departments like customer service, sales, and marketing to ensure a smooth work flow and that the teams all align at company level.

• Lead, mentor, and guide a team of employees to ensure high output and morale by direction, support, and guidance.

• Strategize and implement plans to further the operation for increased efficiency, cost reduction, and productivity of each part of the business.

Perform the tracking of key performance indicators and, through data analysis, make decisions for further optimization in pursuit of Company goals.

Qualifications:

The incumbent should have a bachelor's degree in Business Administration, Operations Management, or any other related field.

Proven experience working in operations management with a successful track record in team and complex project management.

Strong leadership and communication skills to inspire, motivate employees, and create an enabling environment for getting work done.

• Excellent problem-solving and decision-making abilities, with the capacity to analyze data, assess risks, and implement effective solutions.

• Knowledge in supply chain management, inventory control, and customer service best practices to ensure all operations flow smoothly and efficiently.

Starting Salary:

$70,000 yearly. The salary will be competitive with other managerial openings within the technology field since this Operations Manager will hold a very key position in developing Shwan Company.

5. Health, Safety, and Wellbeing

Shwan Company seeks to provide a healthy, safe, supportive work environment that promotes employee wellbeing. In that respect, Shwan has formulated a detailed health, safety, and wellbeing guide that addresses the main policies and practices which were put in place to ensure good physical and mental health, safety within the workplace, and general employee wellbeing.

a. Health

• **Healthcare Coverage:** Shwan Company offers comprehensive medical coverage, including medical, dental, and mental health, to all its full-time employees. Indeed, this health care provides preventive care, normal checkups, and necessary treatments to maintain healthy and productive employees in the long run.

• **Mental Health Resources:** In consideration of the importance of mental health to a productive and professional staff, Shwan Company will provide counsel with licensed workers trained in mental health who can offer confidential counseling, along with workshops in stress management. On top of all that, mental health days are included in paid time off, allowing employees to take time off work for a period when they are struggling with their mental health without personal financial apprehensions.

b. Safety

• **Regular Safety Training:** The Shwan Company will provide safety training to all its employees biannually to make them familiar with the workplace safety protocol. The discussion will cover emergency procedure, fire safety, safe operation of office and technical equipment, and recognition of possible hazards at the workplace with mitigation measures.

Emergency Evacuation Plans: Each department will conspicuously post an emergency evacuation plan, indicating the safest and quickest building exit routes during an emergency. Fire drills are conducted on a periodic basis to ensure that all employees are familiar with evacuation procedures and would know exactly what to do in case of an emergency.

• **PPE:** Personal protective equipment will be provided to the installation or technical employees while working on the sites from Shwan Company. This will be compulsory for all those employees who will work in hazardous areas or environments.

c. Well-being

• **Work-Life Balance:** Shwan Company is committed to maintaining a good balance between work and personal life. For this, flexible working hours and work from home options are envisaged where applicable. This will reduce the stress level and help in increasing job satisfaction.

Wellness programs will be provided to Shwan Company, including a variety of programs aimed at promoting physical and mental health. Such programs will include subsidized gym membership, yoga and

meditation fitness classes on site, and access to resources that support one's well-being, including nutrition counseling and mindfulness training.

• **Employee Assistance Program:** Shwan Company hereby provides an Employee Assistance Program, which is a confidential support service to the employees when they are in personal or professional problems. The assistance program shall offer consultations and advice on financial planning, legal counseling, and mental health, among other areas, and shall help staff balance their personal and professional life effectively.

6. Conclusion

The Shwan Company will only prosper depending on how they will attract, retain, and develop top-caliber talent in a very competitive market. The HR policies to be put in place are necessary to enable employee satisfaction, assurance of maximum customer service, and utilization of available technology in order to ease information flow within the organization. By having clear career development and very competitive remuneration, Shwan will be in a position to retain motivated and loyal manpower. A revised performance appraisal system will allow recognition and rewarding of employees' contributions, embedding a culture of accountability and continuous improvement. Similarly, the new guidelines relating to health, safety, and wellbeing at work will ensure a more reasonable and accommodating work environment-one integral to long-term employee productivity and motivation. As Shwan Company evolves, these progressive policies will anchor the realization of an unbreakable organizational culture and take industry standards to an entirely new level. These will serve to craft for Shwan Company a more engaged, satisfied, and productive workforce-one that will further drive long-term success and competitive market advantage. These HR strategies form the core in ensuring that the company stays competitive, agile, and is continued to meet its dynamic business goals.

7. References

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