

Strategy Implementation

THANK YOU!
ANY QUESTIONS?



1. Shared Vision

- Existence of employees' shared vision on the company and its vision
- Increase performance and productivity of organization

- Goal clarity
- Goal achievement
- Employees orientation towards customers

2. Organizational Support

- Effective organizational support is essential for motivating employees
- Associated with increased motivation and performance in the workplace
- Employees' future attachments and ongoing expectations
- Identification
- Employees not only committed to their employees but to the organization as a whole
- Increased self-leadership, involvement, and identification with the organization

• Levels of Support

- Coworker support - emotional encouragement and advice
- Supervisor support - help employees cope with difficulties stemming from work and family issues
- Organizational support through:
 1. Establishment of well-structured managerial teams
 2. Training
 3. Management commitment to safety and safety issues

3. Knowledge & Learning

- The world is changing and organizations need to adapt to these changes in order to remain competitive in the industry
- Focus has been put on human capital in terms of competence
- Therefore employees need to be given the opportunity to learn and share their knowledge

Benefits

- Better customer service within the organization
- Employee gained competences outside their designated work area (more skills/knowledge)
- Increased motivation and coherence within the organization

4) Institutional Recognition

What does it demonstrate?

- Employees' knowledge of reward system

Why is it important?

- Widespread recognition positively impacts the team reputation when the team members implement a complex task under difficult conditions

How?

Individual level: reward proactive engagement

- Free stay in villa
- Free meal in restaurant
- Letter of recommendation enclosed with resort voucher

Group level: strengthen emotional bonds between department members

- Brief thank-you notes
- Recognition and celebration of achievements in formal meetings and informal gatherings
- Employee or team-of-the-month program
- Performance management system

Organisational level

- Prosocial Motivation
 - E.g. Staff newsletter
- Birthday month
- Employee of the month
- Positive happenings with the organisation
- Published feedback from guests to include names of outstanding employees

Introduction

Company Background

HRM Strategy: Resort, Oman

Problem Statement

Empirical Research



Introduction

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Company Background

- World class

- Obsessive attention to detail
- Provide experiences to rejuvenate guests' love of 'slow life'
- Hands on approach to deliver high quality service

Resort in question....

- 'Baby resort': 2-3 yrs old
 - Staff are locally employed as well as from graduate training schools
 - Pressure to deliver high quality service to maintain brand image & reputation

Problem Statement

Highly specific needs
• Specific user groups
• Specific user roles
• Specific user tasks
• Specific user environments
• Specific user devices

Identifying the cause

• Identify the cause
• Identify the symptoms
• Identify the impact

Highly specific needs

• Specific user groups
• Specific user roles
• Specific user tasks
• Specific user environments
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• User behavior

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• Results

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• Results
• Results
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• Results