

Great Place to Work

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### Introduction

No company can be classified as perfect, even it achieve the highest aimed goals and objectives. Even after the good performance for years and years, it cannot be stated as perfect. But there are some characteristic that if exist can make a work place great. Greatness is in the eye of the beholder. Companies are stated great when they are reputable in the eyes of its owner, shareholder, and customers(Bratianu & Balanescu, 2008). Meeting customer need is the priority of very good company. This responsibility of satisfying customer is passed on to all the member of the organization. This is achieve when the whole organization work as a whole to satisfy the customer and meet its set goals

Successful companies have shared mission and have an inspiring atmosphere where the employee feel motivate to work. Healthy environment are created and sustained by companies to achieve long term success. The management of a healthy environment are sure of the fact, that success can only be achieved when collaborative effort is done to compete with the competitive market(Burkus, 2011). The paper explains different factors and reasons which make a company best and a great place to work. I am working in Google Inc, which is no doubt a great place to work; therefore, the assignment explains different reasons behind successful management of google.

### Discussion

#### Ways to make Workplace Great

Human resource is given the high priority in today's workplace. Businesses are making efforts to make their workplace a great place to work. The world competition is so intense that to hold onto good employee for a longer period is a hallmark for organization. People want to grow

in personal; they seek with the organization where they find the opportunity(Google, 2013). Companies with such opportunities hold on to competitive workforce. The best companies seek for qualitative workforce and the best employee seek for quality perks. The relationship is strengthened when the both end meets. In today's work environment, if anyone company is considered a great place to work at, then it surely will be offering some perks and benefits that will be attracting and retaining the workforce(Chatterjee, 2012). Fortune Magazine every year catalogue 100 best companies to work at. Google Inc. is also among the top 100 companies that are meant great as a workplace. Following are the different reasons which makes google a great place to work:

**Google-Work Environment.** The Job requirement at Google is to just be you. Google's ask its employees to express themselves. They just do not ask them to express, they take it very seriously. Google policies and work environment is driven by intellectual curiosity and perspective. The work environment at Google is high energy, fast paced. Though the working condition at Google is set causal, but they hire the brightest mind in the technology industry. At Google is a work hard play hard environment(Hughes, 2010). Its Googolplex headquarter is a causal campus like environment with cafe, snack room and dorm facility. The most attractive frame of working at Google is the 20% time program, this allow the employee to spend 20% of their work time the project that are of their interest. According to an estimated half of Google successful launches are the attribution made in this 20% time program.

**Google – A Profession.** Google has spread its work operation all across the globe. It has offices running in many states with many new openings and opportunities for talented people. As profession, Google hire the Engineers, IT Professional that uniformly contribute in the running of all its operations.

**Google- An Opportunity.** At Google, employee are evaluated and acknowledged on merit basis. The professional competence of the employee is directly related to its merit and qualification solely(Swyers, 2012). Google disparte the idea of discrimination and harassment of any kind within the organization. In fact Google make all possible accommodations meet the obligations in protecting the rights of the disabled.

**Google's culture, an aid to its Strategies.** Its culture is definitely helping it to execute its strategies. Why Google thrives to keeps its culture like that it's because, it wants to remove the barriers so that the Googlers can focus on the things they love while working and in their personal lives. Google is constantly working on ways to improve the level of happiness and health of its employees because if they are happy and contented they will be better persons and highly productive for the company.

Google believes that needs and interests evolve through out the life and similarly Google evaluates the benefits and keeps on evaluating to the changing needs of the population. This way when Google makes them open up about their benefits they open up in initiating and giving their feedbacks which is crucial to the organization. It considers the Googlers valuable to it and that is why Googlers are highly committed to their roles. In order to make to make the Googlers feel like they are the part of the family Google gives away a lot of benefits to the employee's families, ensuring that it cares for their family too and becomes the part of family this way. For example Googlers with their families while traveling are insurance covered, new parents get time offs and good amounts to enjoy and welcome their new member, it supports the education by reimbursing the funds spent, they can get legal advice for free from the top lawyers and many more. All of this is to make employees prosper and with them company is automatically prospering.

**Diversity at Google.** Google understands the importance of diversity in the workplace. It just doesn't accept the reality but pertains that in their organization. All people interested in the technology industry be it the employee, our users and young graduated students, all are welcome warmly by Google. The idea behind accepting the workplace diversity is that diversity will bring people from across the globe (Google, 2013). Different people will have different work nature and experience. When different and unique ideas and experiences will be shared on one platform, definitely something extra ordinary will be developed. Google is a place where people from countless communities can come, share their experience and can simply be you. The organization does not mould and change its workforce. One of the best characteristics of Google is that it values inimitability and aspires it.

**Google-Policies and Practices.** Google's culture is pretty well known to almost everyone who knows what Google is. Unlike any other corporate culture, a random glance at the inside pictures of Google explain how different it is from the traditional corporate world. It often looks like a colorful play place not a working place. But this culture is what has kept Google succeeding over the years. Quite contrary to the corporate world it has a special dedicated team just to ensure that Google's employees are happy and are productive. It may sound a bit too much but this is how the world's leading search engine operates.

**Google Perquisite and Perks.** Google offers the packages that are competitive in the market. The salaries at Google are competitive with the introduction of new and beneficial perks and benefits. Google's main concern about its employee is that they remain happy and healthy in all aspects. Google believes that a happy and contented employee will perform well and will satisfy all work requirements willingly (Smith, 2012). A demotivated employee will be dull and slow in showing his response in driving the company's value. Google programs are designed in

such a way that it caters all aspect of life e.g. physical, emotional, financial and social health. They believe in working hard but in a way that it creates an environment with cool and fulfilled environment. This ultimately reduces stress and increase productivity. Some exclusive perks that Google offers to its evaluable employee are;

**Physical fitness & health.** Productive workforce is creating when the health and fitness of the workforce is established. To ensure employee good health, Google offer on site fitness programs and fitness centre. To ensure that the employee is healthy and mental fit, assessments are done and on site personal training from health experts is also organized.

**Intake of Healthy Nutrients.** Google have designed amazing restaurants for its workforce. Employee at Google avail free meals cooked by a professional chef made of healthy and nutritious ingredient every day.

**Rejuvenate with Google.** Ample opportunities are provided for the employee Google to rejuvenate. The Googler's can avail on site massage facility, relaxing nap pods at the office to ensure the employee stay fresh and have adequate sleep. In the world of information, Google is the technology leader(Google, 2013). Life at Google is beautiful. People from every country and every language are united by Google. Working for Google gives you the opportunity to give your creative ideas that matters to Google and they are worth exploring. Appreciation is the biggest motivator to get the best out of your workforce. The company simply wants to accomplish its goal, attract the most competent work pool and make them the Googler for many years.

### **Conclusion**

Any organization can become a great place to work , if it consider its employee its only resources and make plan that benefit them in return of the duties and responsibilities they render

for the company. Google is no wonder one of the best places to work at, still this sort of culture is new and a lot could be improved. They could arrange different sort of art learning facilities on campus to enhance the thinking capabilities of their employees and also that will be one of the leisure activities that employees can enjoy. They can also have new promotions to create a trigger in employee's motivations.

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