

**PART A – IN-CLASS ACTIVITY**  
**PART B – INDIVIDUAL WRITTEN REPORT**

## **Executive Summary**

The Coogler tool is used for generating the mind map related to performance-related initiatives of Woolworths. The retail company is mainly focused on employee motivation and retention along with maintaining proper communication. On the other hand, the retail company plays a crucial role in monitoring the performance of the employee which increases the productivity of the company. According to "organisational cultural theory", the work environment should be better for maintaining good collaboration and enhancing working productivity of the workplace. Besides that, they are focused on enhancing employee motivation and job satisfaction by providing remuneration and incentives along with providing parental leave. Besides that, the company is focused on the safety and security concern of employees.

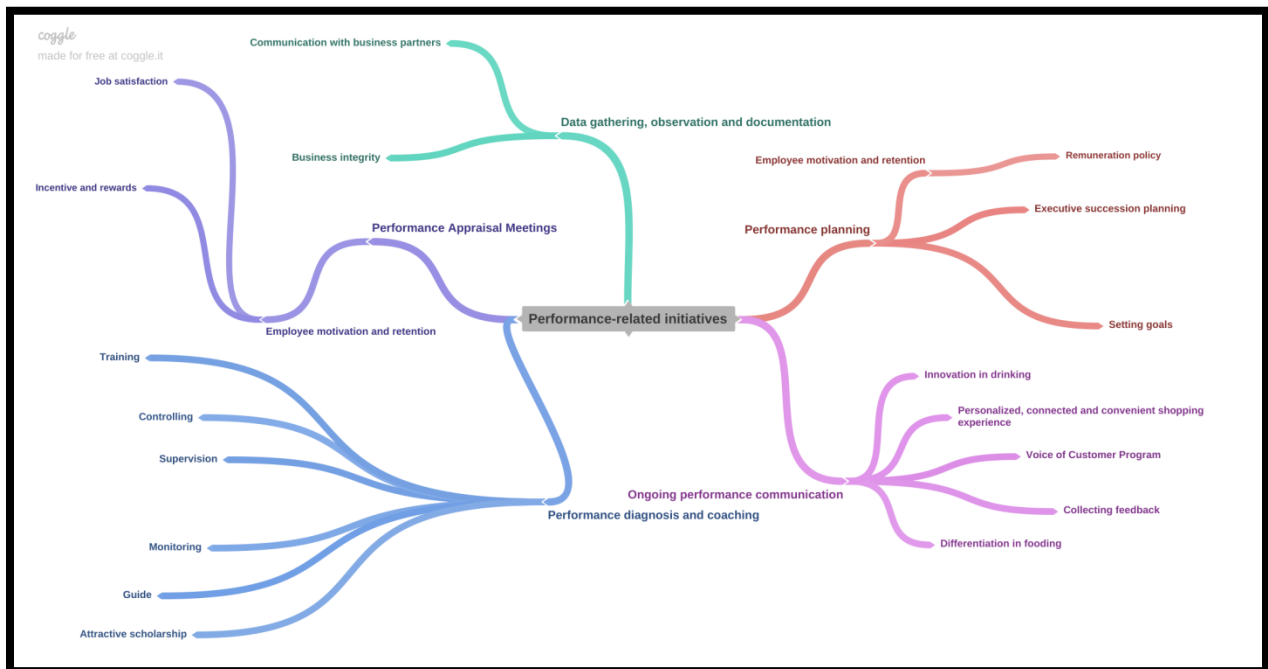
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## Introduction

Woolworths is the topmost grocery and retail provider in Australia who are mainly focused on enhancing their market growth through increasing the performance of the employees. Performance is one of the key pillars of a business sector for enhancing productivity and increasing customer engagement. On the other hand, the overall productivity of a firm is somehow dependent on the employer and employee relationship of a firm or the work culture within the firm. By maintaining a healthy environment within the workplace, a business sector can enhance its market growth with the help of employee satisfaction. Employee motivations play a crucial role within the business sectors for increasing work efficiency as well as business expansion. This report highlights the performance-related initiatives of Woolworths and their strategy of increasing employee productivity through the help of agency theory and expectancy theory. Besides that, the environment culture of Woolworths is elaborated in this report with help of theory.

## Performance-related initiatives

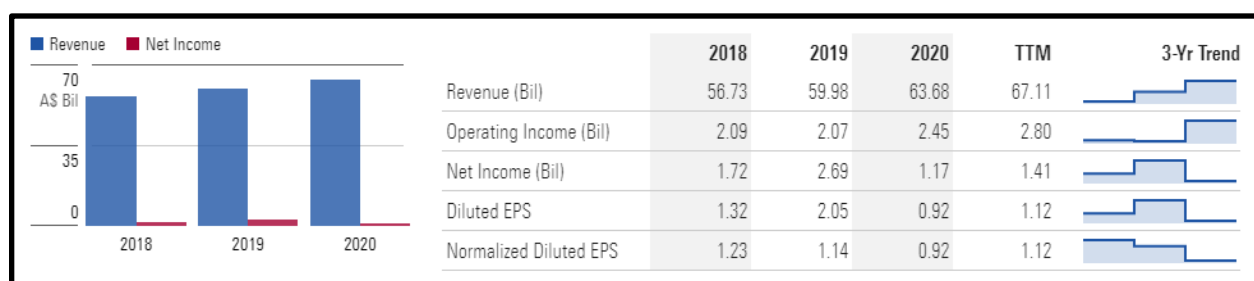


**Figure 1: Mind map of "Performance-related Activities"**

(Source: Self-developed)

Woolworths can track their performance-related activities with the help of Google software through developing a Mind map. "Performance planning" is the key thing for setting a

predefined goal for employees and the workforce has to follow the route map for enhancing productivity. This particular credential is effective for fulfilling the objectives of employees as well as enhancing the efficiency of the company. Through creating a development plan, can help employers and employees. In the context of Woolworths, they have initiated "executive succession planning" for supporting them with promotion and guidance. This retail company has a focus on retaining and attracting employees which increases employee motivation and enhances the overall productivity of the workplace. "Remuneration policy" of the retail company is an act for fulling financial and strategic business objectives which can give them sustainable development (Woolworthsholdings.co.za, 2020). As per the context of "Agency theory", Woolworths resolved their issues by providing a better relationship with the agents such as providing incentive and remuneration to their employees for better productivity (Panda and Leepsa, 2017).



**Figure 2: Net Income of Woolworths**

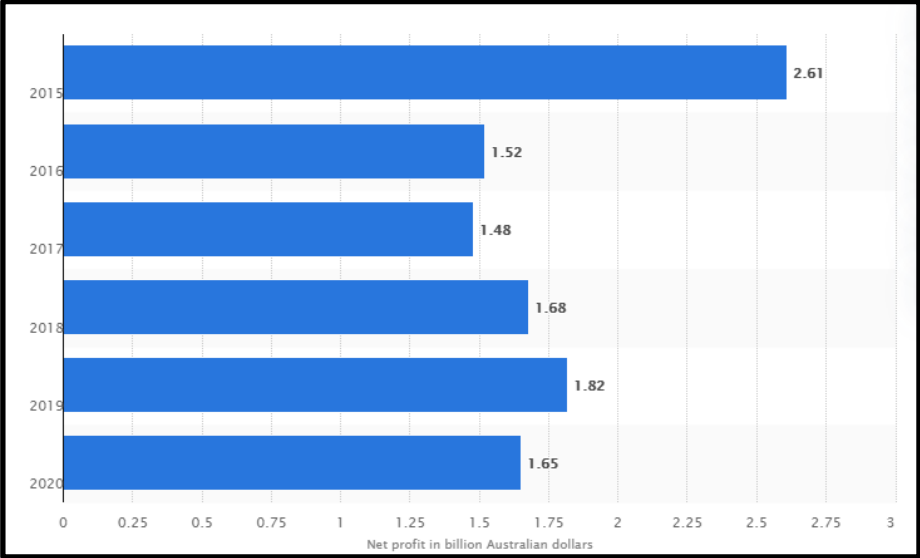
(Source: Morningstar.com, 2021)

The above diagram illustrates that the net income has increased for the retail sector as they are highly focused on the performance management of employees. At the same time, effective communication within the employees plays a vital role in enhancing productivity. Strong relationships are maintained by Woolworths by effective communication along with paying attention towards suppliers and employees. They are focusing on customer feedback by the "Voice of customer program" (Plexus.co, 2021). Besides that, they prefer the requirements of the customer that is why they accelerate their drink business and differentiate in food variety (Woolworthsgroup.com.au, 2021).

On the other hand, Woolworths has enhanced its digital platform and eCommerce channel for more customer engagement. Besides that, in the pandemic situation, this company has provided extra precautions for ensuring the safety of customers which increase customer perception and that can help Woolworths for getting a competitive advantage (Woolworthsgroup.com.au, 2021).

The retail company takes proper initiatives for gathering relevant data and authentic information about the customer through marketing. Woolworths also has faith and trust in its employees, suppliers and dealers. This company has focused on increasing business integrity and creating new missions for serving customers throughout Australia. On the other hand, rewards and appraisal play a crucial role in increasing motivation and retaining the employee.

Within the context of performance-related initiatives, Woolworths uses its system of performance measurement for increasing the job satisfaction of the employees. On the other hand, a healthy environment through maintaining better employer and employee relationships increases employee motivation. In the context of "Expectancy theory", motivation of employees can be increased through behaviour and other actions which can be performed in several ways (Lloyd and Mertens, 2018). As an example, remuneration policies and leave policies play essential roles for employee motivation and job satisfaction within Woolworths. According to the "Expectancy Theory", employee engagement has been increased within the retail company through rewards and incentives and management of the company applies this theory for enhancing employee motivation.



**Figure 3: Revenue of Woolworths**

(Source: Statista, 2021)