

OL 215: Milestone One – Google Management

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Introduction

Established in 1998, Google is an American multinational company that specializes in the organization and dissemination of information to all globally. Similarly, the company relies on technology to provide innovative products. Through the google store, the company clients can access an array of products such as tablets, smartphones, laptops, and accessories (Hosch & Hall, 2020). Some of the services offered by the corporation include educational services that facilitate online learning sessions. Google tablets, in collaboration with the Chrome browsers, facilitate internet connection.

Similarly, Google services also facilitate the ability of clients to work from home. Consequently, a significant proportion of internet users depend on the company services for surfing experience. As a result of market diversification that ranges from the design and manufacture of mobile devices and online mail services, Google has established itself as a global leader in the technology industry. Also, the advertisement services offered on the platform's search engine enhances marketing operations. Google headquarters is located in California.

How Google Motivates Their Employees with Rewards and Peaks

Google is the most preferred working destination by the majority of potential employees. Similarly, the advantage enjoyed by the technology giant is a result of efficient strategies regarding product development and staff satisfaction. The variety of luxuries enjoyed by the employees include free café and gym training services Cheng, J. (2017). Moreover, the employees also enjoy adequate leave allowance time for preparation purposes.

Similarly, the policies enable the company to attract top prospective, who contribute significantly to market sales. Additionally, the strategy also enhances innovation within the

corporation. As a result of the effective hiring strategy implemented by the company, only the passionate employees are recruited. The working environment also presents the staff with a lot of fun. As such, the motivation levels at the company are high.

Consequently, the conducive nature of the working place fosters overall productivity. The Googlyness strategy also promotes innovation Cheng, J. (2017). The model facilitates the creation of new ideas among the staff resulting in quality product development. Thus, the calm conditions at Google enhance motivation and productivity.

Lessons from Google's Management Style

The management style at the company is one of the best. As such executive decisions made at Google reflect practices that enhance efficiency and a more straightforward prediction of future market performance (Worstell, 2013). Leaders implement consistent business practices daily. Thus, there is more natural planning and coordination between the executive and the staff. Similarly, the first management principles also provide the employees with the authority to perform the tasks with convenience.

Additionally, the recruitment process does not focus entirely on academic qualifications. In the past, the company preferred employees with excellent educational scores. However, today, the company employs a significant number of workers with less college training. Consequently, the corporation depends on data analysis of the potential employees' qualifications. The strategies thus mean that effective employee management and productivity-based recruitment drive is crucial to productivity.

Google's Management Style Grows Up

Innovative strategies constitute a significant part of the corporation's business strategy. Today, the engineering staff have the freedom to design and implement technological ideas. As

such, the production line at Google comprises of working teams that constitute members with the best intentions. Additionally, unlike in the past, the corporation also implements an effective marketing strategy. The promotion principles have enabled Google to receive adequate funding to foster innovative programs (Anthony, 2009). As a result of changes made within the management practices, the product development team at the company has had massive success. Similarly, the measures have facilitated the production of quality products.

Google's most significant innovation may be its management style

Strategic management business practices at Google have led to the development of products that cater to changing user demands (Nussbaum, 2011). The employment of experienced managers has led to efficiency regarding the supervision programs at the company. The collaboration between managers from different business generations is crucial for successful business practices. The strategy enhances the ability of the company to attract clients from different regions. As such, due to the diverse characteristics of the consumers, sharing supervision responsibilities between different generation managers enhances management.

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