

OL 215: Milestone Two – Google

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## **Google**

### **Communicating Mission and Vision to Employees and Other Stakeholders**

The mission and vision statements of a company or an organization are vital to the daily operations and overall objectives and goals set by the company. They communicate with the company's customers what the organization aims to achieve. However, the mission and vision statements also have a part to play internally, to the employees and other stakeholders.

According to Darbi (2012), the vision and mission statements show employees how to work towards helping the organization achieve its set objectives ethically, they show the employees the attitudes which the organization desires among its workforce, among other things. Google's mission and vision statements have a motivating factor that helps rally employees to its cause. By motivating the employees, it ensures that the employees always strive to achieve the best.

Google also narrows down its mission statement using its vision, which makes it easier for employees to learn, master, and relate to it. By simplifying its mission statement, it ensures that employees understand what the organization aims to achieve. Google also has created an organizational culture that centers around its mission and vision. The culture at Google embraces the opinions of employees and welcomes it. Google has identified the pivotal role that employees play in an organization and hence, has made them the epicenter of the organization.

### **Role Played by Management in the Execution of Google's Strategic Management Plan**

The management plays a very vital role in the execution of a strategic management plan. It is the same case at Google as well. The only difference is that the management at Google is not the conventional leadership structure. Google is not lead by a single CEO but by a team. The roles played by management include developing the strategic management plan. The team of managers comes together, and they come up with a management plan that will put them

ahead of their competitors on the market. Google hired exceptional employees and promoted the crème de la crème to leadership positions.

The management also set priorities, which will give the employees direction on what to do, where, and when. Setting priorities helps the organization maximize the employees' productivity by guiding their efforts where the organization needs it the most. For instance, at Google, employees have to carry out their daily tasks, but the company also allows them some time to work on personal projects. An example of how Google's strategic plan resulted in success is when the company set an all-time market capitalization record when it reached well over 250 million dollars in March 2013 (He, 2013).

### **Positive Influence of the Management on Organizational Culture**

Google is well renowned for its organizational culture of innovation. The management at Google also has a vital role to play in promoting and nurturing the organization's culture of innovation. The technocratic leadership style practiced by Google is one positive influence on the organization's culture. The technocratic leadership style allows the employees to work on personal projects when they are at work. By allowing its employees time to work on their projects, the company enables productivity and innovation in its workforce.

The management also fosters open communication among all employees. Open communication allows the development of informal ties among the employees that help create a good environment well suited for creativity and innovation. Employees can easily come together to collaborate on a project, or they can ask for help on the same.

### **Management's Role in the Decision-Making Process**

The management at Google has a major pivotal part in the making of decisions. The role is to make the most ethical decision within a realistic time frame that does not infringe on them

as a company or on their clients and customers. An example of an ethical decision that Google made is when they ceased dealing with China. Companies have to comply with the rules of the countries in which they operate. However, China has a censorship law that clashed with Google's ethics. This law made google cease dealing with China, and it also prompted them to maintain Blogger and Gmail outside the country as this would have mandated them to give up their users' private information. By doing so, Google effectively kept the privacy of its users in China outside of the reach of the Chinese authorities.

### **Functions of Management and Principles of Ethics**

Google's management has created an ethical environment for its workers, and it also stresses the importance of ethics in everything that the employees do. The management at google expects al their employees to act in an honorable manner, obey the law, and treat everyone with respect. Google's code of ethics uses the words "Do not be evil." These words depict Google's efforts to establish itself as an ethical company.

### **Personnel Development Using Human Resources**

The human resource department at Google goes by the name People Operations, and Laszlo Bock is in charge of it. The main job of the People Operations is to apply science to human resources. The department asks interviewees very analytical questions that make prospective employees think out of the box, and they hire the best ones. Google also gives some benefits to its employees to maintain their workforce. These benefits include providing chef-cooked meals. Google also offers amenities like gyms for free to its employees. Google also provides its new mother paid maternity leave.

## References

- Darbi, W. P. K. (2012). Of mission and vision statements and their potential impact on employee behaviour and attitudes: The case of a public but profit-oriented tertiary institution. *International Journal of Business and Social Science*, 3(14).
- He, L. (2013, March 29). Google's Secrets of Innovation: Empowering Its Employees. <https://www.forbes.com/sites/laurahe/2013/03/29/googles-secrets-of-innovation-empowering-its-employees/#4977def757e7>