

ORGANISATIONAL BEHAVIOUR – STUDY OF MCDONALD'S AND APPLE INC.

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Introduction

ORGANISATIONAL BEHAVIOUR

- Organisational behaviour is concerned with the study of behaviour of people as individuals and groups in the organisational setting.
- It focuses on the individuals, the groups and the organisation and also on their interactional relationships.
- OB applies the knowledge gained about individuals, groups, and the effect of structure on behaviour in order to make organisations work more effectively.

COMPANY PROFILE OF McDONALD'S

- McDonald's originated in California, USA, 1954, founded by RAY CROK. It operates as a food service retailer worldwide.
- the company runs or operates 32,480 restaurants in 117 countries
- The franchises of the McDonald's operate the McDonald's restaurants that offer a variety of food items, soft drink, coffee, and other food and beverages.

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CORPORATE AND WORK CULTURE

- Dependence on the manager in charge, at any point of time.
- No hard barriers between the managers and the workers.
- Herzberg's two factor theory explains that only good working conditions go far, which is followed at MCDONALD'S.

- The management at McDonald's believes in training and leadership of employees at all the stages.
- "If we are going to go anywhere, we've got to have talent. And, I'm going to put my money in talent", as said by the founder, MCDONALD'S continues to promote that philosophy, everyday.
- The corporate policy of McDonald's explains that the workers must be paid at or more than the local market rate.

MCDONALD'S MOTIVATING FACTORS

- A primary motivation for working in a McDonald's restaurant is that it presents a laid back environment and the job itself is not very stressful.
- Another possible motivator is the social opportunity presented by such a job.
- Third reason for working at McDonald's is the flexible schedule. McDonald's offers many different shift schedules so they accommodate everyone.
- Finally, an additional motivator is the numerous growth opportunities available. If any employee stays at McDonald's for a long period he could advance into an assistant manager or manager position.

LEADERSHIP AT MCDONALD'S

- Follows a "middle-of-the-road" type of management in which the leaders behave as compromisers, exhibiting both people and task oriented behavior.

□ The line managers' leadership behavior reflects a task-oriented style for the crew members. The leadership behavior followed at MCDONALD'S is supportive that provides nurturance and makes the work pleasant for subordinates.

TEAM WORK AT MCDONALD'S

□ McDonald's owes its success to its team functionality rather than the efforts of one individual. They would be unable to deliver their products and services without sufficient team unity and cooperation.

□ Team members have one area that they focus on during their shift. If they leave their post or are not productive, other line members will not be able to accomplish their jobs and the production line will suffer.

□ Even though most employees are trained to perform multiple tasks at various stations, they are not usually able to perform all of these tasks simultaneously.

EXAMPLE

□ When a customer enters the restaurant and places an order with the cashier, the cashier inputs the order into the computer and the information is displayed in the kitchen at the sandwich and grill stations.

□ The grill worker prepares the meat and then places the burger on a bun. The sandwich maker then assembles the sandwich according to the type of sandwich and any additional requests the customer has.

□ If the sandwich maker leaves his post, another worker has to cover for him or the entire product delivery process shuts down.

THE OVERALL LEADER AND CORPORATE VALUES REFLECTED

- While McDonald's is a large multinational organization, the CEO is often seen as a leader and symbolic driver of the corporate initiatives and ideals. McDonald's current Chief Executive Office is Jim Skinner.
- In terms of Mr. Skinner's philosophy, the primary focus is on customer satisfaction. He believes that it is necessary to first meet customer expectations and then focus on the restaurants themselves.

IMPROVING EMPLOYEE EFFECTIVENESS

One may initially believe that there is not really much that can or even needs to be done in order to improve efficiency in McDonald's restaurants; however, good leadership involves constantly reinforcing a brighter vision of the future and increasing value for both customers and employees.

McDonald's has four principles which help to increase their employees' performance:

1. There must be different and variety motivation system for every segment in the company which is to help employees to achieve element in Maslow's hierarchy
2. Every store must have specific and achievable goals and it is even better if every employee has a goal to achieve.
3. Goals should not stay the same. They must constantly change; managers change their goals for every 6 months.
4. There must be an increase of salary that is reasonable.

McDonald's motivation system practices Maslow's hierarchy theories. McDonald's have been successful to help their staff achieve self-actualization, self-esteem and psychological needs but unfortunately not safety needs.



- Employees get to achieve self-actualization, the top column of the Maslow's hierarchy, by being exposed to problem solving regarding work-related issues.
- Self-growth is offered to employees while working in McDonald's through trainings. Through training, employees become more confident – they upgrade their skills and know better what to do in the workplace and achieve self-esteem.
- Employees are given empowerment which builds a sense of belongingness.

- With its stress-free atmosphere, simple and specific job and flexibility of shifts time, it has met the physiological needs of the employees.
- However, there is one drawback. At McDonald's, employees do not have safety needs as they have not been contracted to ensure that they have longterm employment.



CONCLUSION

- McDonald's has a cheery corporate image that prides itself on quality and cleanliness, as well as good food and good service. The company employs state-of-art technology to help its workers in their tasks and makes the production process faster, attending to the customers in a prompt manner.
- In terms of leadership, McDonald's makes a strong corporate effort to develop leaders. There are growth opportunities within the corporation for those who are willing to work hard and develop their leadership skills. From what we observed in our field study, the work culture displayed in the McDonald's stores is aligned with the firm's corporate values.

Organizational Behaviour Of APPLE INC.

Outline

- History of apple inc.
- Company Values
- Business Ethics
- Training and Development
- Health and safety and wellbeing
- Employee Benefits
- Taking care of people
- Workforce Diversity
- Communication

Introduction to OB

- What is Organizational Behavior ?
- Organizational Behavior can be Divided into three parts :
 1. Individual in Organisation (micro Level)
 2. Work Group (meso level)
 3. How Organisation works (macro level)

Introduction to APPLE INC.

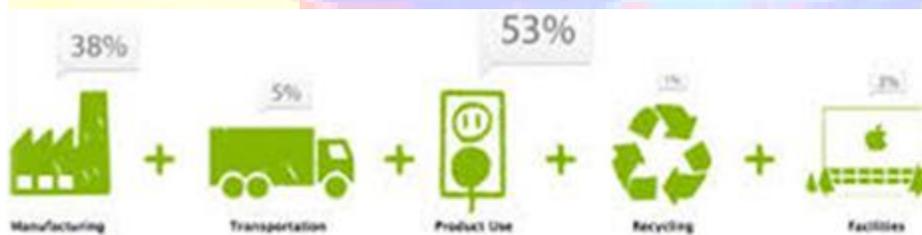
- Apple Inc. (commonly known as Apple) is an American [multinational technology company](#) headquartered in [Cupertino, California](#), that designs, develops, and sells [consumer electronics](#), [computer software](#), and online services. Such as Imac ,Ipad , Iphone , ipod , OS X and IOS , Itunes , Ilife , Iwork.

History

- Founded in 1976 by Steven Paul Jobs , Stephen Gary Wozniak and Ronald Wayne
- Employee 60,400
- Apple Store 57

Company Values

- **Environment :**
 - 87% of global operations run on renewable energy.
 - Clean Water Program- 61% of wastewater reused.
 - Mac Pro made of highly recyclable materials and free of BVRs and PVCs



○ Privacy of Buyer

Strong encryption and strict policies

Don't "monetize" the information stored



○ Inclusion and Diversity

Very diversified with 35% women globally

18% Asians, 8% Blacks in the entire workforce



○ **Education**

- ConnectED- Free Lunch Scheme
- 114 Schools getting these grants
- Providing students and teachers with technology and Ipads



○ **Supplier Responsibility :**

- 633 audits covering 1.5 million workers
- Supplier Employee Education and Development Program (SEED)
- 92% compliance with maximum 60 working hours per week
- EHS Academy launched 870 projects to improve working conditions.



Training And Development

- Training workers on their rights
- Training managers on their obligations
- Suppliers employee education and development program (SEED)

Health Safety And Wellbeing

INITIAL REVIEW

- SAFETY AND HEALTHY POLICY
- PLANNING
- IMPLEMENTATION AND OPERATION
- MEASURING PERFORMANCE
- REVIEW PERFORMANCE

Business Ethics

- Set of moral principles
- Suppliers expected to maintain the highest standard of ethical conduct
- Supplier code of conduct clearly states a range of practices considered essential to running an ethical business
- It provides benefit to the organisation

Employee Benefits

- Health Insurance- Apple offers health insurance and flexible spending accounts that can be used for health care or dependent day care.
- Employee Discount-Each year, employees can get a 25% discount on an iPod, iPad, or computer. Most Apple software can be purchased at a 50% discount, and AppleCare comes with a 25% discount. After 90 days on the job, employees can choose either \$500 off the price of a Mac or \$250 off an iPad



- 401(k) Plan- retirement savings contributions are provided by an employer, deducted from the employee's paycheck before taxation.
- Paid Time Off-Apple provides 12 days of PTO per year to newly hired employees.

- [Work From Home](#)- Apple's At-Home Advisors can work from home.
- [Gym Membership](#)- \$240 per year gym credit
- [Professional Development](#)
- [Paid Holidays](#)
- [Disability Insurance](#)



Taking Care Of People

- PLAN SPONSOR
- RETURN ON INVESTMENT
- MANAGING MISTAKES
- ADAPT TO EMPLOYEES NEEDS



Workforce Diversity

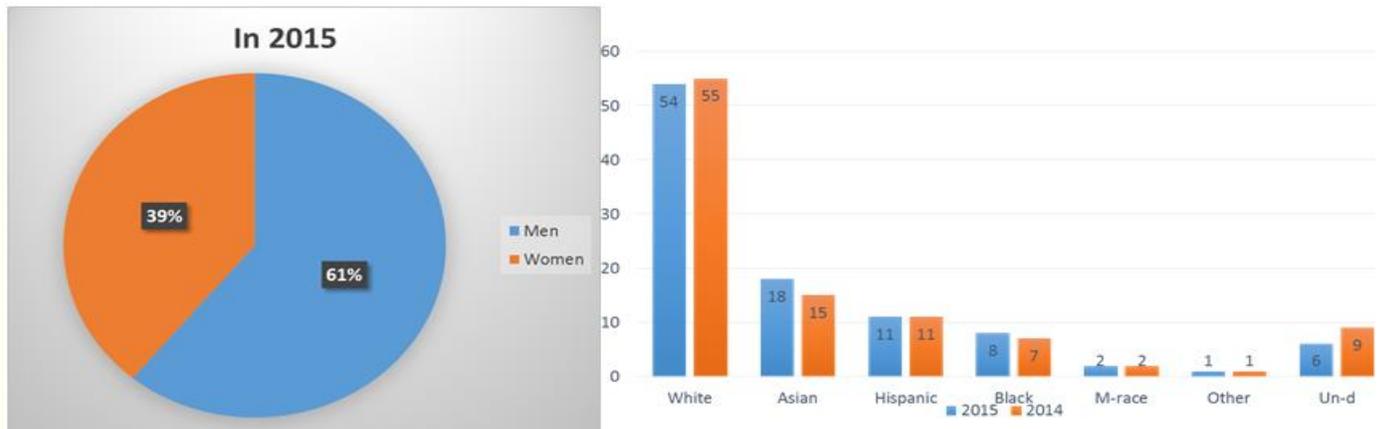
- Diversity in the workforce of a Company signifies the variance in race, ethnicity, culture, gender, age, religion, ability, and sexual orientation. A company that embraces diversity can broaden its skill base and become more competitive and innovative.
- People from all walks of life come together in today's business world with a wide range of characteristics and experiences

WD standards in Apple

- The WD standards in Apple have a motto –
“Inclusion inspires Innovation.”
- Apple relies on our employees’ diverse backgrounds and perspectives to spark innovation. They hire more inclusively, choosing partners who make diversity a priority, and creating opportunities for the next generation.

- Apple aims to foster diversity not just at the organizational level but from the customers to the suppliers and developers they work with. They are committed to fostering and advancing inclusion and diversity across Apple and all the communities they are a part of.

What the Stats speak



Communication

- It is the process of passing information and understanding from one person to another. It imparts idea and allows oneself to be understood by others.
- It is an indispensable activity and helps in reaching a common ground of understanding. It is the exchange of information by words, letters, symbols and messages in its simplest form.

Apple Communication Strategy

- Apple communication is sober, intriguing, minimalist, clear, and clever. They start the analysis with the well known – "I am a Mac, I am a PC" TV commercials.
- As in TV commercials, it follows a unique style in communicating through print advertising, online communications and in packaging. Nor Sony, neither Dell, Samsung or Nokia have such smart and effective communication.