

# A significant incorporation for the success of organization: Employee and Organizational goals- A Conceptual Study

Naimisha Joshi

Swami Sahajanand College of Commerce & Management,  
Bhavnagar.

Received Feb. 16, 2015

Accepted March. 01, 2015

## ABSTRACT

Any organization can survive only if it fulfills all its goals. If company cannot achieve its targets than it may loss its existence. To achieve goals, plans, targets, objectives the only tool is PEOPLE. If there is strong amalgamate between these two, other all problems can be overcome to achieve success. To manage people and integrate them with goals, only Human Resource Management practices can help. By application of these practices -success is assured. In these article I have discussed many functions which can help to incorporate people with organizational as well as their personal goals. These functions are very handy and easy to apply yet the environment, culture and situation is matter of concern. It is also evident, however, that the ability to obtain alignment is often difficult to achieve, so some negative consequence may take place which should be overcome.

**Key words** : Organizational goal, Employee, Human Resource Management practices, Environment, Culture

\*A research paper presented at National Seminar held at Department of Commerce, M. K. Bhavnagar University, on 14<sup>th</sup> February.

## Introduction:

One must be clear about what one wants, than the ways to reach that goal will be built up at their own. Same way if organization knows its goal clearly and clear to its employee than it can be achieved easily. Alignment between organizational goals and individual is necessary to ensure that individuals can see how their individual effort and performance contribute to the attainment of organizational goals. When alignment is successfully achieved, clear goals are clearly communicated at all hierarchical levels. This will enhance an employee's understanding of organizational priorities beyond their division, branch or section. It is critical for employees to understand the broader context, the interdependencies which exist within and across organizations, and why it is important for them to achieve particular performance standards. When employees at all hierarchical levels have a clearer understanding of performance expectations this is likely to lead to improved performance.

The other thing is that it's not one shot function. It should be done at regular intervals along with it; managers must look after this amalgamation frequently.

## Objectives:

The objective of this study is to learn that what are the recent practices organizations are applying to incorporate their employees with organizational goals and what are the outcomes of the same.

With this even light has been thrown on the negative aspects where greatest care has to be taken to avoid the erroneous results.

## Methodology:

The research design followed here is Descriptive Research which is secondary data based, data has been collected from secondary source. I.e. books, websites.

## Conceptual Analysis:

*"A mere 7% of employees today fully understand their company's business strategies and what's expected of them in order to help achieve company goals."*

(Robert S. Kaplan and David P. Norton, "The

Strategy-Focused Organization," Harvard Business School Press, 2001)

There are many ways by which organization can merry their employees to its goals. They are as :

#### **Recruitment and Selection:**

This is the very first place where employees know the company and its goals. If the best people are selected from the applicant pool, this best and appropriate choice will lead to target accomplishment. In selection this BUY approach may be effective. If people with right knowledge, skill and attitude are selected then this choice will directly lead to attainment of set target. Best chosen people will be easier to align.

#### **Educating Employees:**

Education is knowledge or information sharing. Same way if employees are educated about their target to perform, this education can make their encounter with the organizational goals. This education lets them know that what they are supposed to do as well as where and how. Clear knowledge sharing surely helps a lot. Managers can use so many methods to educate its employee i.e. Lectures by him or experts from within or outside, all the on the job- off the job training methods. Especially when a group is selected for one particular project than they should be lead to know what they have to achieve.

#### **Leadership:**

There is story that if the pride of lion is lead by the dog, the lions will behave like dogs, but if the pack of dogs is lead by the lion, even dog behaves like lion. That's what leadership is. To make team achieve the goals, correct leader is required. Leader himself can see the target and must be able to create the same in front of the team. This visualization can make employee nearer to goals. Leader's direct, guide, and support as well as council the employees.

Freedom is significant in any team. If people are free to think and do they will defiantly find new ways to perform. if leader supports creativity, innovation and initiative than best results can be achieved easily. Rather than autocratic or laissez faire leadership style, democratic leadership style has shown better results. That should be followed.

#### **Management by Objectives:**

Human psychology says that people are more ready to accept what they have decided, rather than what they are ordered to accept. Thus by setting together and deciding the target MBO practice can integrate employee the more. Here they get face off their goals. When people set their aim they are always likely to achieve them. They put their die hard efforts to fulfill that aim. And deciding this aim by them only work becomes easy for managers to connect them to target.

#### **Motivational theory Z:**

Motivation is essential for any achievement. Maslow has proven it. But by theory Z they can be motivated as well can be joined with set goal as it's based on two principles which says that employee must know the organizational goals and what they are required to do to achieve them and how their won target will be achieved along with that. This information sharing drags the employees nearer to the objectives. It also takes in to account the mutual trust, employee participation and better organizational relation. This clarification based theory push people towards the ambition.

#### **Performance appraisal and potential appraisal:**

This HRM practice is directly linked to target as it corrects the required performance at the end of its process. It leads to best performance by eliminating the mistakes and this better performance directly run to decided end.

Where as potential appraisal let organization know that what kind of potential particular employee is having than its better to give him that work which yield better results in a way target accomplishment. The knowledge that how they are performing, what not to do as well as what potential he/she is having, directly lead them to set goals. Sometimes good reports motivate them to perform even better. In clarification of performance appraisal they must let to know that why they have to perform in such a way and what is required to realize the goal.

#### **Clarity of vision mission and objectives:**

It must be very clear to company and its employee that where they want to go, to reach. Clarity of this, guide all to the set aim. the knowledge of why company exist, its core reasons for existence, the future picture which its core management committee see and all the objectives company want to fulfill by short term and long term all this must be crystal clear to both-the management and the workforce. This kind of open meeting can make workforce nearer to the decided aspiration. This also may create employees interest in the company's success.

#### **Top Management support:**

Workers need so many things to perform better. For example for managerial work proper environment and empowerment and in technical work so many instruments and machines. If this is not provided than better result can't be expected. Sometimes some welfare facilities are also required. Other than this some psychological support like-coaching, counseling, mentoring is also expected by employee side. Thus all kind of support just helps employee to get closer to the set aim. Sometimes superior's support gives satisfaction, warm feeling, trust and belongingness which assure target achievement.

#### **Employee as a Key element:**

To make someone believe that they are the important part of the whole big picture as well as without them the picture is incomplete. This kind of picture clarity helps workforce to understand what they are doing, how much it is important and where they can go with the high performance. This is bare truth that though company is having all the resources but without proper workforce it cannot achieve anything. This kind of motivation or importance push people get closer to target. In other words I can say who don't like to know that he/she is important to the company? This feeling boost him/her to achieve decided goals. Everyone likes importance and importance boost to fulfillment of goals.

#### **Clear rules regulations, norms and punishment:**

What to do and what not to do can be decided by rules and norms. These guidelines protect

employees from wrong deeds. Thus they can be directed to right path concerned with goals. Punishment is also a negative motivation. The fear of punishment directs to better performance regarding aims. Fear of fine, demotion, transfer to unwanted places, extra workload may fear workforce to fulfill targets. But it is advisable to use this kind of way only as last option because fear may spoil the spirit.

#### **Rewards and Recognitions:**

Among all other motivational practices this also yields better connection between individual and organizational goals. Rewards in the form of monetary or non-monetary, motivate the individual and same do the recognition. Recognition is public appraisal which satisfied the inner need of human being and shows the way to accomplishment of the target. When organization links the goal with reward or recognition, people try hard to fulfill. Thus this can be a way to align people with their organizational goal. Incentive and perks are name of the same, very well practiced by organization currently.

#### **Job description and design:**

This is very direct function where individual is informed in written about the goal which he/she is supposed to achieve or the purpose for which he/she is hired. Whereas the job design having the similar meaning that it lists out tasks and responsibilities towards the company. This generally made up before the actual selection so that the candidate can be encounter with the expectations and targets of the company regarding that post as well from him/her. Actually this can be very strait way to integrate the individual with the goal.

#### **Importance of the study, to reap the reward of such an alignment**

*"Companies that increase employee engagement see improvement in operating margins."*

This is very easy to combine the people with the target but though rarely established by organization. Those who are succeed in establishing the connection can acquire better consequences. Likewise:

- Organizations that align employees with organizational goals have a much higher profit and success in business.

➤ Workforce alignment empowers employees and creates ownership in the organization.

➤ Organizational goal management enables organizations to move quickly for accomplishment.

➤ Aligned workforce come to know that how their personal commitments will be attained and this lead them to satisfaction, retention, lower turnover ,higher productivity, less absence from duty etc.

**Negative out comes -precautions required:**

Literature shows that several factors negatively affect alignment.

➤ If there is not proper alignment, workforce may get negative as they may feel that for organization its goal only are important, not theirs.

➤ Negative attitude may lead to accident, absence from duty, low production, loss, and turnover and so on.

➤ Lack of alignment may draw both, employee and management to two different directions.

➤ Sometimes it correct connection is not set properly than employee may feel stress, tension, burden for task accomplishment.

**Summary:**

Every organization must have this kind of connection between these two. If this relationship is not established than it may

happen that employees are moving somewhere else and targets remains unachieved. For organizational goals it is bare fact that goals must be real, measurable, and time bound. Too much high targets create nothing other than tension, stress. But to avoid those consequences above practices defiantly can help.

One another aspect also should be shed light that not only organizational goals should be joint to manpower but visa-versa should be maintained. Organization should shown efforts towards individual goals realization. Here career planning, Career management may help. Where both goals are achieved that can be the success in real term.

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