The Criteria for Recruitment and Employee Growth Strategies in Google Company

Posted on March 6, 2018

Recruitment Strategies

Effective recruitment strategies are key aspects of identifying and retaining quality talents that will contribute to the company's growth (Bosch n.p). A company must attract top candidates and brand itself. Almost everyone knows about the traditional ways of recruiting such as classified advertisements. More companies are using other recruitment strategies such as cold calls, social media adverts, open houses, scholarships, and headhunters.

Google mostly uses agents to recruit. Jobs are advertised through their website and media. The recruiter screens through every resume to find a potential candidate for the position. The recruiter will contact those who qualify over the phone and explain the process for an onsite interview, which is then submitted with individuals' numerical feedback to the hiring committee. The hiring committee consists of senior managers and employees who will review the resume, work experience and input and then to an executive review (Snell). The compensation committee determines an offer forwarded to the executive for consideration. The recruiter is given the go-ahead to inform the candidate.

Recruitment may be conducted within the organization through promotion, also known as internal recruitment and the most cost-effective employment approach. The sales team that performs well and has leadership skills is identified as suitable for the position. The firm may recruit from external sources by going through the CVs in the company files, publicizing vacancies in periodicals, and using media. The company may hire an employee from an external source, and here, the pool of talent is bigger, and the recruits may bring new and better skills. However, the recruits may take longer to adjust to the rest of the team.

Performance Management Strategies

The primary reason for any performance appraisals is for employee development. Its goal is to help the employees do a better job and develop the skills and knowledge to meet the future needs of the work unit. It starts at the beginning of every financial year of the company to its end. There are forms where the workers record their accomplishments, provide regular feedback, and areas that require improvement. Importantly, performance management begins with employee planning and ends with an evaluation.

After three months, there will be an appraisal evaluation where the sales manager will meet with his regional sales managers to look at the successes and challenges for that quarter (Mayhew n.p.). For instance, the sales manager will have to report how his team performed and if the targets for the quarter were achieved. Thirdly, throughout the year the manager may have engaged himself or herself in behaviour that calls for discipline. All disciplinary issues are taken into account during the annual appraisal meeting. Fourthly, it is management by objective (MBO), a process used for employees like sales managers who have defined goals and steps to achieve each goal (Snell). They are reviewed quarterly to track the progress and maybe redefine the purpose.

The fifth measure has an appraisal meeting, which involves the preparation of the performance appraisal document. Performance is rated based on job efficiency, interpersonal relationships, aptitude, and communication skills. The last process is a follow-up action where there will be a discussion on areas of improvement, setting goals for the next year and the productivity target for the team and budget (Mayhew n.p.). Examples of a sales manager's performance measures are the productivity of his team and the sales budget used. In conclusion, it's through such appraisals that productivity can be enhanced and employee growth achieved.

Compensation and Benefits Strategies

The level of compensation for this job is monthly remuneration, which involves defining the compensation philosophy. Google has a vision and a goal, so compensation provides them with an opportunity to move the company toward the goal.

The factors that influence the compensation strategy for the sales manager position are the experience level of an individual, the location depending on security and the cost of living. (Snell) Moreover, the skill sets for the sales manager of one product may have a vastly different role and require a different set of skills than from another company

The firm will offer retirement/pension packages, opportunity income, education reimbursement, recognition and awards, house and travel allowance, telephone allowance, and overtime payment (Consultants n.p.). In addition to the remuneration above, for this position, there will be a commission for targets achieved at a rate of 0.008% of the revenue generated in a particular month. The commission is to motivate the sales manager to surpass the mark.

It includes developing a compensation mission statement that specifies the desired results, behaviours to achieve the goals, the payment structure, and how the shareholders intend to position the company in the marketplace. (Consultants n.p) There should be a link between the business strategy and the employment. Google has developed a compensation philosophy that enables its employees to bring out their 'A' game and help the company be on top of others.

Works Cited

Bosch, Jasmine. “14 Hiring Strategies You Need to Build a Top Performing Sales Team.” Peak

Sales Recruiting,www.peaksalesrecruiting.com/sales-hiring-strategies/>. Accessed 9 Feb. 2018.

Consultants, Strategic Management. “Six Steps To A Sound Compensation Strategy.” Mondaq,

www.mondaq.com/uk/x/172278/Workforce+Management/Workforce+ManagementSix+Steps+To+A+Sound+Compensation+Strategy>. Accessed 9 Feb. 2018.

Mayhew, Ruth. “Six Steps of the Performance Appraisal Process.” Small Business,

https://smallbusiness.chron.com/performance-appraisals/>. Accessed 9 Feb. 2018.

Lim, Renee. Google’s Recruitment Strategies . 5 May 2015. 11 February 2018 <https://www.slideshare.net/rlrn93/googles-recruitment-strategies/13-Internal_Identity_ofGreat_worklifebalance_withadequateopportunity>.

Snell, Scott A. Managing Human Resources. 17. South-Western College Pub 2015-01-01, 2014.