What Makes Google The Best Place To Work And Why?

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Organizational Environment

Each company in the business world works in a specifically designed environment that is beneficial for the organization. This study identifies what makes Google the best place to work and why it is the best workplace. Google is considered one of the best companies and has a positive influence on the business sector due to its overall growth (“Diversity | Google,” n.d.). The success of Google is based on the effectiveness of its organizational structure and its culture in supporting innovation. Google does not follow the conventional organizational structure. It focuses on developing social links and changes in the business environment. According to studies, a strong link between organizational environment and structure leads to more chances of success. Google also emphasizes creating chances for innovation, which is also true of its business and organizational environment.

Global Marketplace

Google, being the biggest company, has a minimum number of competitors because no other company wants Google to be on its competitors’ list. Globally, Google controls a lot of markets by building a unique product or acquiring any product. Introducing new products and linking those with other companies has been a long-term strategy by Google, which has gained a lot of success (“Diversity | Google,” n.d.). Now, Gmail (e-mail service by Google Inc.) is considered a professional email service by most companies on a global level.

Workforce Diversity

Google has always worked to create an equal level of diversity in the organization. Of Google Inc.’s more than 70,000 employees, 69% are male and 31% are female (“Diversity | Google,” n.d.). These employees include White (56%), Asian (35%), Hispanic (4%), Black (2%), Native American (2%), and Pacific Islander (1%). This provides detailed information that Google has diversity in its workforce, which is the key to its global success.

Ethics And Morality

Organizational structure is mostly governed by ethics in the workplace and the standards of ethics set up by the company. Keeping the broader view in mind, ethics govern the overall structure of the company, and it is ultimately the culture of the organization that determines how it works ("Diversity | Google," n.d.). Google has set up ethical standards which are a must for every employee and department to follow. Google's Code of Conduct has a vast number of ethical standards to follow, which include standards of respecting other employees, serving the best product to customers, avoiding personal conflicts, preserving confidentiality, protecting Google's assets, ensuring financial integrity and harmony, and obeying the laws of the company.

Innovation

Innovation is the core element of success at Google. In the past few years, Google introduced a self-driving car that could be operated with cameras and sensors without a driver. Technological advancements and collaboration with Toyota have made this product hugely successful. The autocomplete feature in the Google search box is also a step towards innovation, where the results of a search can be gained just by typing one word, and Google will complete the sentence for you with the best possible suggestions (Goldman, 2014). The most recent innovation in Google is the new Google Pixel smartphone, which has a different shape and product layout than any other mobile brand.

Organizational Policies And Practices

Google has been known for its policies and practices, through which it does so much for its employees and creates value in the organization. The flatter structure of the company allows ease in information exchange between the employees and different departments. Some of the policies and practices at Google include:

- Employee orientation (perks and benefits for employees other than salary and compensation).
- Flexible working hours.
- User-friendly culture.
- Balancing work with other activities (gym, spa, sports facility, etc.)
- Innovation and creativity.
- Employee retention programs.
- Recruitment process

These policies are in line with the employees and the organization as a whole and provide details about the policies' definitions and practical implications ("Google Code of Ethics – BUS100MAwan," n.d.). Google is known for being employee-oriented, considering the fact that there are few companies

in the world that practice employee orientation. Google makes sure that its employees are not left out or feel underrated. Google believes that employee motivation is important for a positive employee orientation ("Google Code of Ethics – BUS100MAwan," n.d.).

Apart from this, innovation and creativity are also key policies that are observed in the company. Within a short period of time, Google tries to develop new products, as the company believes that there is much more success in creating innovative and creative products for the customers. Building a creative workplace for employees and the overall organization results in the effective workflow of the firm and increased employee motivation ("Google Code of Ethics – BUS100MAwan," n.d.). The outcomes of the development of positive policies and practices show that Google has established itself as the best company in the world. By implementing Google's practices, an increased level of commitment from employees and a huge turnover rate were observed in the company.

Practices Related To Work Attitudes In The U.S. Organizations

One of the key work attitudes in U.S. organizations is the reason for implementing the practice of workforce diversity in the company. Google has the most successful diversity program, which is different from those of other organizations and starts from the senior management of Google. At Google, the main individuals responsible for diversity and its practices are CEOs and senior management, which also include the Human Resources department of the company (Goldman, 2014). These practices in the companies ensure that the diverse nature of employees is stable within the company and that they are given the chance for growth. In U.S. organizations, some of the diversity practices involve hiring and promoting women. The reason for this diverse practice is that fifty percent of the company's (in the U.S.) workforce includes women, and the diversity programs are catered to manage their needs (Goldman, 2014). This is considered an important resource that companies might need in the future, especially in the era of the Baby Boomers. It is believed that women can be easily integrated into any organization, as they have grown up in the same country and culture as compared to male employees. It is believed that employees having diverse ethnic backgrounds or religious groups depict complex issues in the organization.

At Google, the company recognizes the power that arises from people with diverse backgrounds and past experiences, which come from a mutual goal. The company's policy is to forbid any harassment, discrimination, or intimidation caused by race, gender, age, colour, religion, expression, sexual orientation, or any other personal characteristic. At Google, the employees are told to bring any dispute to the senior management ("Privacy Policy – Privacy & Terms – Google," n.d.). If any employee tries to offend the above-mentioned practices, strict disciplinary actions against the person are taken, which might include employee termination. Google's policies and practices, which ensure that employees, customers, and employers get the best quality, are the basic factors of the company's success ("Privacy Policy – Privacy & Terms – Google," n.d.). The policy ensures that Google

is providing the best recreational environment, which is motivational and hospitable for the organizational environment.

As a result, a new plan which has the potential for human resource change is to be implemented. Google has a plan to reduce costs by $15 billion by the end of 2017. Google has more than 70,000 employees around the globe, and it is a challenge for the company to manage its staff and make appropriate appraisal plans. The proposed plan is to improve internal training in the workplace and enhance the operations. Establishing appropriate security systems for the employees and maintaining their rights should also be included in the redefinition of the plan. However, strengthening communication with the management and ensuring the rights of the staff should be included in the process.

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