**Butler Global Consultant Firm**

**Student’s Name**

**Course Code**

**Professor’s Name**

**Company Overview**

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Butler Global Consultant firm, the company specialized in training employees in management on safety human resource and production, is basically for those who are under skilled or have insufficient knowledge about the corporate world. Butler will be providing training at a very affordable price.

**Mission**

Butler Global Consultant firm aims at serving the purpose of providing specialized training in employees management on safety human resource and production. Our main purpose is to bridge the gap between job needs and employee skills or add an existing level of knowledge that would help an employee to be better equipped in his present job or to prepare himself for a better placement. Adding on to it, we will even make our trainees understand occupational health and safety so that they will be able to protect the safety, health and welfare of people and the environment engaged in work. We will make sure to provide the best service to the companies who invests in us for the training and education of their employees (Back, 2014).

**Company Size**

Butler global consultant firm is launched with 78 exceptionally skilled full-time employees who would put the best out of them to take the company to reach heights in no time. But we aim to double the employee number within a year by organizing several recruitments drives almost in every corner of the country. We even have a plan to recruit part-time employees.

**Recruitment Strategies**

In order to win the race with our competitor companies in recruiting the best and most skilled employees Butler Global Consultant Firm has planned to establish a clear employment brand. A strong brand identity helps the customers of the job seekers to have a clear idea about the product or about the particular position in the company. Also, our graphic designing team is working on developing catchy posters to post on various social media handles like LinkedIn, Instagram etc. We believe posters along with appropriate information about the vacancy creates the first impression in the minds of job seekers. We strictly avoid vague information in our posters. Besides hiring only experienced people we also a give a chance to the freshers to showcase their skills and get themselves hired.

**Products/Services**

Our company has various courses to make our customers fit perfectly in their respective workspace. Some of our course modules are as follows:

* **Workplace Safety**: In this module, our trainees are taught to reduce the risk of the most valuable assets of a particular organization. They will be well trained about various policies, procedures and specific hazard control techniques. Detailed lessons on substitution, Isolation, Ventilation, administrative controls, personal protective equipment will be given (Antonio, 2011).
* **Workplace Security**: In this module, trainees can learn that violence both mental and physical that has increased in past few years in the workplace. And how can they lower these risks in their work environment? Security in terms of business and investment is also important. So, our main motive is to train our trainees in such a way that they would be able to identify the risk and bring out the possible ways to deal with that.
* **Occupational Safety and Health Administration (Osha) Compliances**: Our trainees will be trained to have a basic understanding of the concepts and techniques involved in workspace safety.
* **Communication**: In this module, our trainees are taught to have a sound knowledge of communication skills in order to prevent any communication gap among the employees of a particular organization which ultimately lower any kind of future risk. An effective safety and security communication strategies also identify an intended audience, tools to be used, a timeline and a budget.
* **Effective Practices**: In this module, our trainees will get hands-on experience on various safety and security methods that are required on particular risks. This helps them to get a better understanding of methods and helps them to think in a better way for minimizing risks.

As of now, we have only these products but we are optimistic to come up with more of such kind (Butler, 2016).

**Why Customers Should Utilize Our Products/Services?**

Customers should choose Butler Global Consultant firm over any other company for the following reasons (Osman, 2011): -

* **Experienced Trainers**: Most of our trainers have experience of more than 5 years so they know the present environment of the corporate world. Therefore, they can guide our trainees the best way than anyone else.
* **Hands-on Experience**: Besides theoretical knowledge our trainees get the opportunity to have hands-on experience in dealing with real-life risks and problems. This improves their problem dealing capability.
* **Certifications**: On successful completion of training period trainees are rewarded with certificated that are approved by some well know organisations too.
* **Easy fee payment**: We don’t want our customers to pay the full fees at once, instead they can pay 33% of the fees and start with the training and later they can pay the rest of the fee on EMI basis.

**Challenges Management**

**Managing Competitive Advantage**: Butler Global Consultant firm tries to manage the Competitive advantage by using the different techniques. We have unique modules and roadmaps for our customers/ trainees to upskill themselves. We have highly skilled and experienced trainers and supervisors. Our products are not very expensive but cost-effective (Decker, 2013).

**Managing Technological Advancements**: Butler Global Consultant firm will be following the below-mentioned strategies to manage technological advancement:

* Email and office application: We rely on cloud-hosted email services that have eliminated the in-house email server and even for a desktop email client. Not only it improves efficiency and security, but also it is a cost-effective email management solution.
* Customer Feedback: We have our own application to collect and analyse customer feedbacks in detail and try to rectify or implement our system as per the feedbacks.
* Web conferencing: The rapid growth in the usage of web conferencing applications has provided a greater number of salespeople and customer support representatives with an easy way to visually communicate with prospects and customers (Biron, 2011).

**Managing Inclusion and Diversity**: We focuses on a few below-mentioned strategies to bring diversity in their workspace and make the environment more dynamic:

* Connection with the employee: Connecting with employees, knowing their needs and preferences, learning about their problems and make them comfortable in their work.
* Setting department goals: Our company periodic goals for each department need to be completed within that particular period. Besides this, we make sure that all the employees understood the goal and clear their queries if they have.
* Employee feedback: Besides taking customer feedback, employee feedbacks are also really valuable for us.

**Managing Ethical Standards**: Butler Global Consultant firm never tolerates the strategy of harming some while benefitting others. Rather we believe in growing together. Besides, there is no discrimination among the employees of the company. Every employee in our company gets equal treatment irrespective of their position or gender (McKenzie, 2013).

**Managing Happiness and Meaningfulness**: Butler Global Consultant firm strongly believes that work and are not two polar opposites, instead, they are just two faces of the same coin. With this belief, we have set up small recreations like television sets with modern gaming consoles, foosball tables, vending machines, carom boards, massage chairs within our office to relieve the stress of our employees and bring the best out of themselves.

**Employees Management**

By bridging the age gap of different employees and binding them together ultimately makes the backbone of our company strong. So, there are basically 4 generation groups whom Butler Global Consultant firm always try to keep together. Baby Boomers generation is born after World War II, nearly in 1964 and is believed to have strong work ethics and are goal-centric. They did not grow up seeing computers but for the sake of works, they had to learn about the new edge technologies. Since they are on the verge of their retirement so they are very experienced and therefore can guide their junior in the best way (Messersmith, 2011).

Generation X or Gen X is Sandwiched between Baby boomers and Millennials, Gen X born between 1965 to 1980, grew up using personal computers, so definitely they are more educated regarding technologies compared to Baby Boomers. They are comfortable with both online and offline tasks and are also very responsible people. Millennials are born between 1981 to 1996, Millennials grew up seeing the internet evolution. They can more easily adapt to any of the digital or online platforms compared to older generations. Generation Z or Gen Z who born between 1997 to 2012, and raised as digital natives. From birth, they are intimately involved with all the modern technologies. They are generally more actively participating in every sphere of the company.

Our company has several plans to manage these different generations to bring the best out of them. We aim to organise cross-generation groups, i.e., There can be small groups of two and three people of different generations working together in a particular project or in a particular department, so all of them can put out their different thought ideas and together can develop a product which can be used by customers of any generation. Basically, consideration of thoughts of people of all generations will be considered in this case. Setting up age-based employee affinity groups only makes the generation gap worse. So, we encourage employees to connect with other teammates so that a healthy work ambience avail (Yazdanifard, 2013).

**Ownership Type**

Butler Global Consultant firm started as a Sole Proprietorship. Mr Butler made an investment of around $12,000 to start this start-up. He has the complete control over the decision making and are also responsible of all liabilities and debt if any. Besides he is the sole owners of all the profits made by the company and can reinvest and retain that for own use.

**Company Mission Statement**

“We give you the power to build a better workspace, For you and for me and for the entire Human race”.

**Company Vision Statement**

“To provide you the best knowledge and skillsets that would shape your career and make the workspace healthiest.”

**Company Values Statement**

“Our hard work is dedicated to upskilling you in such a way that you could stand out of the crowd.”

**Decision-Making Style**

Butler Global Consultant firm believes in Directive Decision making because this method typically analyses the pros and cons of a particular situation. While taking a decision in a directive manner one needs to think in a rational manner without any biases towards any kind of ambiguity. A person should sense the situation, and understand it well and then call for directive decision making (Jehanzeb, 2013).

**Addressing Biases**

Butler Global Consultant firm addresses the following biases in this way: -

* **Availability bias**: It is always recommended to learn from past experiences but it doesn’t always hold good in the professional world. Since it can lead to bad decision making because easily recalled things are frequently sufficient for figuring out how likely things are again going to happen in future. So it’s not at all recommended to just assume that future incidents will happen in the same way as that of past.
* **Confidence Bias**: Overconfidence in decision making always misleads a team resulting in a dangerous situation. In short, we can say it’s an egoistic belief. Therefore, this should be always avoided, since we can’t always be sure that things will execute the same way, we want. So, overconfidence is never a good option.
* **Anchoring and Adjustment Bias**: This is when people are trying to make a decision just considering the first piece of information instead of the main focus. This can be very dangerous since without knowing the full instruction one comes to decide what is to be done. And this should be strictly avoided (Truitt, 2011).

**Authority Type**

**Will Centralised or decentralised authority be used:**

According to Butler Global Consultant for Centralisation is best for the following reasons:

1. As of now our company is not a very large organisation so centralisation is better.
2. Formal communication can exist in this case.
3. There will be full leadership and co-ordination in centralisation.

But in future when our company grows, then we can think of decentralised authority since centralised authority is not practicable in case of large organisations.

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