

Project Oxygen.

1. Why did Google initiate Project Oxygen? What specific challenges or goals was Google aiming to address within its management and leadership structure?

Answer:-

Google initiated Project Oxygen to understand whether managers are really required in office systems. There was constant tussle between managerial teams and engineering teams in Google. Engineers in particular, felt that management created bureaucracy, and screw things up. Main goal of Google was to experiment on a flat structure which they did in 2002, but reversed back in few months as it did not go well. Hence Google launched Project Oxygen in 2008; thinking some level of management was very much necessary.

The project Oxygen mainly aimed to assess whether management quality truly impacts the overall throughput and performance of the company in market. Also it had to ponder upon some of the habits and qualities that are very much required to become an effective and good manager.

In short they felt that, they required answer for "whether a manager is necessary to keep the business alive". So, project Oxygen tries to find answer for this question.

2. How did Google's culture and organizational values influence the objectives and approach of project Oxygen?

Answer:-

The Project Oxygen Incorporated following approaches

→ It was Based on numbers:-

It was built on people analytics.

At Google Scientific evidence is crucial, therefore

Using people analytics, gave them greater accuracy.

Since it roped in employees into the dataset

Creation process, it eventually gained trust of

employees. On the other hand this data even

helped managers improve their style of

management.

→ Communication was given importance:-

Actually, technical skills came

in at last. Even though technical skills are

important, soft skills are very essential

for flawless communication and understanding

inside or outside a team.

→ Checklist creation:-

It gives a checklist of

management qualities. So Google changed



its process on assessing managers. This check-list merely doesn't check how much managers achieve but also check how much time they spend in communication, leadership and coaching. They also developed new management training programs centered on these skills.

So, following these approaches Google tweaked its structure to accommodate and give fair chance for everyone to represent their thoughts. The very structure of Manager and Engineer divide was put into a question mark here. So in these ways Google's culture influenced the approach to project Oxygen.

3. What were the key findings from Project Oxygen regarding effective management?

How did these findings align with or differ from conventional management wisdom?

Answer: -

The key findings of Google's Project Oxygen are:-

1. Manager is a good coach
2. Manager empowers the team and does not micromanage.
3. Manager Expresses interest in and concern for team members success and personal wellbeing.
4. Manager is productive and results-oriented
5. Manager is a good communicator who listens and shares information.
6. Helps with career development.
7. Manager has a clear vision and strategy for the team.
8. Manager has key technical skills that help him or her advice the team.

The findings directly challenged the conventional wisdom that often gave an edge to technical knowledge for managerial jobs.

Studying and leading people is far more harder than sitting alone in a room and coding. So, the study emphasised that managers need to possess leadership, people management and pressure handling apart from technical skills like problem solving.

So, by giving more weightage to other cues apart from problem solving, gives a clear edge that the finding differ from conventional management wisdom.