



HR WORKSPACE

Presented by.

Dhyey Gokani (21CSB0A19)

Ramandeep Kaur (21BTB0A64)

Anubhav Agrawal (21CSB0F36)

Gyanendu Kumar Jha (21ECB0A18)



Our Endeavour

- COMPANY PROFILE : NETFLIX
- INTRODUCTION TO HR PRACTICE THEORY
- NETFLIX HR PRACTICES
- REFLECTION ON NETFLIX HR PRACTICES
- LEARNING OUTCOME
- CONCLUSION

COMPANY PROFILE

NETFLIX

- Netflix is a media company for movie lovers. It has successfully transformed into one of the Video on Demand (VoD) providers with the most operational areas worldwide.
- Netflix enables customers to watch their favorite episodes from virtually any location, at any time, and on practically any device (smartphones, smart TVs, tablets, PCs, and laptops).
- One of Netflix's added values is that it is content free of advertisements and can decide for themselves the content they want to enjoy.
- Along with improving the user experience, Netflix continuously attempts to strengthen its reputation as a quality corporation wanted by individuals, particularly those in age groups twenties and thirties. As a result, they are now well known for their culture.



COMPANY PROFILE

VISION AND MISSION

Netflix's core strategy is to grow their streaming subscription business domestically and globally. They are continuously improving the customer experience with a focus on expanding our streaming content, enhancing their user interface and extending their streaming service to even more internet-connected devices, while staying within the parameters of their consolidated net income and operating segment contribution profit targets.



Human Resources Policies

- Many people are familiar with the term “Human Resources”, which is simply a department in a company, which is responsible to manage all the aspects of employee relations, like payrolls, employee benefits, hiring employees, and firing them.
- The HR department plays a major role in the organization, and having a strong HR team is essential for a company. It is responsible to make sure that the employees of the company are doing great and are happy.
- NETFLIX, which you have probably heard of, is one of the most successful, and innovative companies related to online streaming and media outlook. It has widespread business across several countries in this world.



Human Resources Policies

- Hiring(Recruitment Process and Selection)
- Workforce Training Management.
- Employee Performance Assessment.
- Reward Management.
- Ethical and Legal Matter.
- Diversity and Work Span Balance.
- Employee Relation.
- Customer-Centric Approach.
- Speculations about the Future.
- Employee Satisfaction.



Performance Appraisal

Performance appraisal can be described as a systematic evaluation of performances of several employees so that they can understand all abilities of a person and their development and growth. Performance appraisal is also done in a very systematic manner which includes measuring the pay of employees and evaluating how far does his work activities comply with the plans and targets of organisation.



Performance Appraisal

Netflix is known for having a Unique corporate culture and management philosophy that differs from traditional performance appraisal systems. HR system at Netflix encourages employees to be more transparent about performance and believes in Context over control.



Performance Appraisal

- ❖ Netflix's culture is focused on providing employees with high degree of autonomy and freedom, while also holding them accountable for results.
- ❖ The company's approach to performance evaluation is based on the belief that regular feedback and communication between managers and employees are more effective than traditional annual performance reviews.
- ❖ Netflix has a unique 360-degree review process that outbids the old-school formal evaluations.

360 – Degree Approach

- ❖ Ditching the annual performance reviews, Netflix encourages employees to take part in a real-time performance review by freely writing feedback in a text box to anyone, from interns to chief executives in the company.
- ❖ Feedback is not anonymous, and the 360-degree reviews have no direct effect on any employee's pay.



360 – Degree Approach

- ❖ Netflix usually holds the annual compensation review around October or November, and this 360-Degree feedback is the core determining factor in monetary compensation.
- ❖ This feedback is also used to identify areas where employees can improve their skills and performance.
- ❖ Patty McCord at Netflix mentions: **“If you talk simply and honestly about performance on a regular basis, you can get good results—probably better ones than a company that grades everyone on a five-point scale.”**
- ❖ Additionally, Netflix is known for having a **"keeper test"**.

Keeper Test

❖ It is a guideline used to assess whether or not an employee should continue to work for the company.

❖ In this approach, manager asks themselves the question: "If this person told me they were leaving, would I try to change their mind?" If the answer is no, then the employee may be let go..

❖ There is a difference of opinion for this test as employees find it a ground for work politics while managers say they feel the pressure to fire people or risk looking soft.



Performance Appraisal

- ❖ Overall, Netflix's performance appraisal system is designed to be flexible and adaptable to the needs of individual employees and teams, while also emphasizing the importance of frequent communication and feedback.
- ❖ Transparency levels and room for personal growth without worrying about an effect on pay have encouraged employees to accept positive criticism that improves their work.



Our Reflections

❖ Shift from performance appraisal to performance

management:- Gliding across the performance appraisal systems being adopted by various organisations, most of those are found to realise that annual assessment is just a look back to previous performance so these organisations have shifted towards a more dynamic approach. In this context, Netflix introduced 360 degree appraisal system.

❖**Transparency :-** In the world full of fabrication, Netflix managed to create a culture of an honest assessment.



Reflection on Performance Appraisal

❖ **High performance culture :-** It has been laid down successfully by communicating the feedback (even though unpleasant) in a more assertive manner. Employees do understand the essence of feedback ,with the belief in self development, since it has no direct impact on their pay.

❖ **Flexible work environment:-** Netflix strongly believe in “working smarter , not harder” and provides complete autonomy to its employees to choose their work hours as long as they complete the work at hand. Unlimited paid time off for all full time employees gives them opportunity to rest when needed.



Reflection on Performance Appraisal

❖ **Time management:-** Though performance appraisal is thought to be a time consuming process, demanding not merely an assessment but also discussions on the feedback, it has managed to comply with the need of hour.

❖ **Employee feedback(Upward feedback):-** The achievements of Netflix are well illustrated not only by the results brought about to the table, but also by the word of mouth of 70 percent of its employees and the ENPS.



Learning Outcomes

❖ **Self discipline(positive discipline):-** As an evolving process , Netflix performance appraisal serves to promote self discipline(with no fear of punishment), since the employees at the organisation are more autonomous.

❖ **Constructive criticism:-** Studying performance appraisal system of Netflix and its impact on the employees, develops an attitude of taking criticism positively, that gradually proves to be a room for personal growth.



Learning Outcomes

❖ **Synchronization and coordination:-** Smooth functioning of HR performance appraisal system, as is in Netflix, requires all other line departments to support HR subsystem.

❖ **Continuous Development:-** Continuous evaluation methods adopted by Netflix promotes continuous learning.



NETFLIX

Top Picks for Joshua

Breaking Bad, Sing, Fosters, New Girl, Are You Here

NETFLIX

New Releases

Beyond Stranger Things, Mist, Babysitter, Riverdale, The Umbrella Academy

“People are the source of competitive advantage.”

“Whosoever desires constant success must change his conduct with time.”

The background is a light gray gradient with several realistic water droplets of various sizes scattered across it. Some droplets are in the top left, some in the bottom right, and others in the center. They have highlights and shadows, giving them a 3D appearance.

**Thank
You**