**Case Analysis**

1. **Read the given case carefully and answer the questions that follow**. **(15)**

It gets more than 3,000 applications a day. And it's no wonder! With a massage every other week, onsite laundry, a swimming pool and spa, and free delicious all-you-can-eat gourmet meals, what more could an employee want? It sounds like an ideal job, doesn't it? However, at Google, many people decide to leave the company because all those perks (and just a few) aren't enough to keep them there. One analyst said, "Yes, Google's making gobs of money. Yes, it's full of smart people. Yes, it's a wonderful place to work. So why are so many people leaving?"

Google has been in the top five list of "best companies to work for" by Fortune magazine for four years running and was number one for two of those four years. But make no mistake. Google's executives decided to offer all these fabulous perks for several reasons: to attract the best knowledge workers it can in an intensely competitive, cutthroat market; to help employees work long hours and not have to deal with time-consuming personal chores; to show employees, they're valued; and to have employees remain Googlers (the name used for employees) for many years. But several Googlers have jumped ship and given up these fantastic benefits.

For instance, Sean Knapp and two colleagues, brothers Bismarck and Belsasar Lepe, devised an idea for handling Web video. They left Google, or as one person put it, "expelled themselves from paradise to start their own company." When the threesome left the company, Google wanted them and their project to stay. Google offered them a "blank check." But the trio realized they would do all the hard work, and Google would own the product. So off they went for the excitement of a start-up.

If this were an isolated occurrence, it would be easy to write off. But it's not. Other talented Google employees have done the same thing. So many have left that they've formed an informal alumni club of ex-Googlers turned entrepreneurs.

**Questions (Each question carries equal marks)**

1. What are some employees leaving the world's preferred employer like Google?
2. If you were the head of Human resources, What strategies would you formulate to reduce employee turnover at Google??
3. Explain the situation depicted in the case through the framework of any relevant theories of employee motivation.