**ASSIGNMENT 1**

**Business Communication and Value Science**

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**CASE M1**

1. How do you think Xerox was able to motivate its employees through the crisis it faced in 2000?

Ans: Xerox motivated its employee when Mulcahy took the reign of it and successfully rotate Xerox. Motivated employees can only bring productivity and growth to a company. we've got seen how Xerox was before Mulcahy became CEO, but she made a mantra for employee motivation and engagement which turn the organization.

1. How does a CEO with such many employees communicate priorities to a worldwide workforce?

Ans: It does not require the CEO to communicate with each employee one to one. But I think for such a large organization like Xerox which has a global presence once a month employee engagement by the CEO through video conferencing with all employees is sufficient. When the CEO interacts with employees all other higher-level employees also interact with their team. Hence in this way top-down approach of communication works.

1. How might Ursula Burns motivate employees to take calculated risks?

Ans: Ursula Burns has successfully worked under Mulcahy and she had seen how interaction and engagement of employees have worked during the reign of her predecessor, so she had not to do anything new but to continue with the tradition and culture carried by her predecessor. She must have improved better the communication and employee engagement techniques used by Mulcahy.

1. Both Anne Mulcahy and Ursula Burns were lifetime employees of Xerox. How does an organization attract and keep individuals for such a long period of time?

Ans: When an individual performs well, keep the organizational culture intact, have the utmost respect for the values and ethics of the organization tend to remain for a longer time in the organization. The way an organization keeps its motivated, talented employees in the same way employees also remain part of the organization when they feel respected, safe, and secured.

**CASE M2**

1. What, according to you, were the reasons for Rohit's disillusionment?

Ans: One day the team was stuck with some problem and nobody got any solution. Rohit worked on the problem throughout the night, and the next day comes up with some solution to discuss with Ashish. Ashish asked him to come to the office after ten minutes. Rohit was very sure that Ashish would be going to praise him for his solution. But instead of discussing the solution with Rohit, Ashish said to him that he would email the solution to the team in the evening. Rohit walked out of the cabin and thought of discussing the solutions with the team members. He shared his solution with the team members, though they would share their ideas with him too. But all were very quiet. They listened to his solutions but showed no interest. When he directly asked them for their behavior, they said their boss decides what's the best solution for the problem and they implement the solution as directed by Ashish.

At his previous office, his boss used to listen to their ideas, discuss problems with them. He was exactly the opposite of Ashish. After some time at the Noida office, Rohit got dull and demotivating. His performance also degraded. Instead of learning, now Rohit is afraid of losing what he already had. So, Rohit got discouraged with his job, one of the reasons was the ignorance of his boss Ashish. Another reason could be he was not learning anything new. There were no challenges in the job, no sense of excitement. The working atmosphere got dull with time. The team members were also very sluggish and inactive. They do the work as directed by the team leader and do not discuss anything mutually. In the new project, Rohit was not able to utilize his full potential.

1. What should Rohit do to resolve his situation?

Ans: Rohit got stuck in an environment where there was no excitement in the job. No matter whether he has any solution to the problem because nobody there was going to listen to him. Everyone there could do their work on their own without any interference. If any project surpasses the deadline, their team leader tries to separate himself from the rest of them and blaming the team. In a situation like this, Rohit should focus on his work and try to avoid any problem with the boss. Rohit should be concerned only with his work. He should always be in search of any better opportunity where he could utilize his skills and enhance them more fruitfully.

If his boss is not interested in listening to the ideas of his team members. They should not try over and over to force him to listen. Rohit could discuss this thing with the manager. If the manager can help him, then it will be ok otherwise he should carefully focus on his work and learning new things from wherever possible. He can try to communicate his problem with the other team member so that he can see if he can reach out to any solution made.

1. What can a team leader do to ensure high levels of motivation among his/her team members?

Ans: These are some of the qualities that a Team leader should have.

The team leader should

* Unite the team into a single unit.
* Ensure that each team member understands their respective roles and responsibility.
* Ensure their collective participation to achieve a particular goal.
* Listen to the problems that his team members had.
* Have a discussion session with the team member to clear any doubt or confusion regarding the project.
* Always encourage his team members to work hard and also appreciate their work.
* Positive and optimistic so that he could keep their team members positive.
* Connect with their team professionally as well as personally.
* Be there to guide them whenever any team member needs any guidance and support.

The vision and purpose must be clearly understood by the team so that they could work together as a team. The deadlines of the project should be defined, as it trains the employee to work within a specified period.