

Sr. No.	Area Of Improvement	Action Plan
1.	Company Branding	In the Career Section, a video of testimonials from employees can be added.
2.	Job Postings	A Creative, innovative kind of Job Postings (Posters) can be added on the portal and social media sites. These posters, could contain the strengths of not just the company, but also the the team, wherein the candidate would be joining, if selected.
3.	Business/ Marketing Strategy	The organization, can push their focus on Artificial Intelligence,Data Science.
4.	Recruitment Process	A graph of how many referrals have joined the company can be added, as more referrals depict the company's brand and culture
5.	Vision / Mission Statement	The career section/portal should have the vision/mission statement. Relevant non-confidential roadmap of the company displayed, since that describes where the company intends to go.
6.	Trainings	Glimpse of Trainings especially of team building activities, and communication should be highlighted, as that's the resource an employee gets to improvise himself/herself.
7.	Initiatives for Employee Career Growth	Tie ups with Higher educational institutes should be initiated, if not made it. And It should be added as a point in the career section especially, to say that the company values the employee.
8.	Hierarchy of Management	A proper hierarchy of management should be maintained, to have a systematic approach, avoiding chaos of task allocation, responsibilities, giving better opportunity to divide the work.
9.	Employee Appreciation	If the employees, are performing well, good appreciations should be given to them, and also it should go on portal, career section and social media sites.
10.	Task Allocation	Task should be allocated, as per employee skill

		set. According to the skill sets, a task should be allocated, according to which, training needs for the employee should be identified and then employees should be trained well.
11.	Leave Policies	Leave Policies can be Revamped, after having an overview of the current employees on their leave structure through a survey.
12.	Employee Activities	More and more employee activities should be arranged, also including the families of the employees once in a while encourages the employee.
13.	Culture	Casual Coffee/Tea Meetings should be arranged to enlighten the work pressure, and have the team stick together.