

Formulation of Win-Win Strategies in Management of Employee Relations

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ABSTRACT: *Management of employee relations has become an important issue in the twenty first century. Many multidimensional changes with respect to organizational culture, work place, working technologies working standards along with changes in social and family system have taken place in the last few decades. This has led to phenomenal changes in the mindset of the work force. HR executives have to formulate new strategies in employee relations management in order to maintain industrial peace and harmony by focusing on the needs of the employees and help them in balancing their work and personal life. We live in a Post-industrial Society, where the world has really shrunk to a global village. Since the postulates of employee relations are highly sensitive and happening taking place anywhere in the world has direct bearing on employee relations. Employees are susceptible to influences from within and outside the organizations. A Win-Win climate which can shape future employee relations is necessary in order to bring about increase in productivity and a better quality of life. In this regard the management has to go through some steps and strategies for a healthy employee relationship in the organizations.*

Key Words: *Employee, multidimensional, executives, Win-Win, strategies.*

I. INTRODUCTION

Employee relations are viewed as a positive culture of working together for business excellence. John Storey (1995) says “A Distinctive Approach of Employment Management is the need of the hour which seeks to achieve competitive advantage through strategic development of a highly committed and capable work force, using an integrated array of cultural, structural and personnel techniques”.

The scope of Employee Relations crosses the boundaries of organization and industries and interfaces with society. New frontiers of employee relations are to be explored which views them as a composite result of the attitudes and approaches of employers and employees towards one another with regard to direction and coordination of activities of an organization.

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Need For the Study:

For the organization to perform better it is important that the employees are comfortable with each other, share a good rapport and work in close coordination towards a common objective. People feel responsible and motivated to do good work and enjoy their work rather than taking it as a burden. It is important that the management promotes healthy employee relations at workplace to extract the best out of each individual. Competition is essential but it should not promote negativity or any kind of enmity among the employees.

Objectives of the Study:

- ✚ To study the concept of Win-Win strategies in management employees.
- ✚ To analyze the process of healthy employee relationships.
- ✚ To offer suitable suggestions to concerned parties.

II. METHODOLOGY OF THE STUDY

The study is basically conceptual in nature and for the purpose of the study; an extensive review of literature has been studied and identified the critical challenges facing the organizations. The study undertaken with the help of secondary sources of data and already published data like manuals, websites and Chamber of commerce reports were also used.

III. STEPS AND STRATEGIES FOR A HEALTHY EMPLOYEE RELATIONSHIP IN THE ORGANIZATION

1. Employees must enjoy whatever they do that is why let the changes are willingly accepted by them instead of imposing work on them. Responsibilities are to be assigned to them on the basis of their interest. They should feel important for the organization.
2. Individuals are to be encouraged to share their work with each other by discussing things among themselves. The comfort level can be increased by doing so and they will be in a position to take decision on their own. At the time of severe misunderstandings and extreme cases of conflicts only, team leaders should intervene.
3. Assign them targets and ask all your team members to contribute equally and achieve the target within the desired time frame. Motivate them to work in groups. These ways of employees have no other choice than to trust their fellow workers and take each other's help as well. An employee must have the liberty to express his ideas and all of them should sit together to decide on something which would be beneficial to all.
4. One should try his level best that all the employees must have their lunch together at the same time. Half an hour to forty five minutes must be dedicated to lunch and one should not discuss work during lunch time. There are other topics as well. Discuss movies, sports, shopping or any other thing under the sun. There will be no harm if the employees go out together once in a while for get together, picnics or shopping. Ask them to bring their family members as well.
5. Encourage effective communication among the team members. It has been observed that poor communication leads to confusions and misunderstandings. The communication has to be precise and relevant. One should not play with words and be very specific about his expectations from his fellow workers as well as the organization. If you are not very happy with your colleague's proposal, don't keep things to yourself. Voice your opinion and do express your displeasure. It will definitely prevent a conflict among employees later and improve the relations among them. Be straightforward. Don't pretend things just to please your boss. If you find anything unacceptable, discuss with your superior but in a polite way.
6. Written modes of communication must be promoted among the employees for better transparency. Verbal communication is not as reliable as written communication. The agendas, minutes of the meeting, important issues must be circulated among all through emails. Make sure that all the related employees are in the loop. Don't communicate individually with any of the employees as the other one might feel neglected and left out.
7. Morning meeting is another effective way to improve the relation among the employees. Let everyone come together on a common platform and discuss whatever issues they have. The meetings must not be too formal. Allow the team members to bring their cups of coffee. Start your day with a positive mind. Greet everyone with a warm smile. Exchange greetings and compliments. If any of your team member is not in a pleasant mood, do take the initiative and ask what is wrong with him. Try your level best to provide him a solution.
8. Organize birthday parties, Christmas parties, New Year parties etc. at the workplace. These small initiatives actually go a long way in strengthening the bond among the employees. Ask all of them to decorate the office, their work stations and make all the necessary arrangements themselves. You will actually be surprised to find out that everyone would be ready with something or the other. Employees would actually take the initiative and organize things on their own. Let them enjoy with each other and have fun.
9. Praise the individual if he has done something exceptionally well. Reward him suitably. The names of the top performers must be displayed on the notice boards for others to draw inspiration from them. Encourage everyone to perform well to live up to the expectations of the superiors as well as the management.

IV. CONCLUSION

A healthy relation among employees promotes a positive ambience at the work place and employees feel happy and satisfied at work. They look forward to going to office daily and also work hard to realize their team's as well as organizational goals. The management should go through the above Win-Win strategies for a healthy employee relationship in the organizations.

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