BUS 1101 WA Unit 2 - Written assignment week 2

Principles of Business Management (University of the People)

Principles of Business Management

BUS 1101-01

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<h1 align="center">Introduction</h1>

SAS Institute, a leader in analytics software, has consistently been recognized as one of the best places to work globally. The company's success is attributed not only to its innovative products but also to its unique management philosophy that prioritizes employee well-being (Carpenter, 2010). This essay explores how SAS manages four critical factors; value people above all else, to give is to get, trust above all things, and ensure employees understand the significance of their work. It also discusses the effectiveness of these policies in fostering a productive and loyal workforce.

<h1 align="center">Body</h1>

<h2 align="center">Value People Above All Else</h2>

At SAS, the principle of valuing people is deeply embedded in the company culture. During economic downturns, when many companies resort to layoffs, SAS has maintained its commitment to job security. CEO Jim Goodnight publicly promised no layoffs, emphasizing that the company prioritizes employee welfare over short-term financial gains (Crowley, 2013). This approach not only alleviates employee anxiety but also fosters a sense of loyalty and commitment among the workforce. By treating employees as valuable assets rather than mere resources, SAS cultivates a dedicated and engaged team, resulting in a shallow turnover rate of around 2-3%, compared to the industry average of 22% (Crowley, 2013).

<h2 align="center">To give is to Get</h2>

SAS operates on the philosophy that generous treatment of employees leads to reciprocal loyalty and productivity. The company invests significantly in employee benefits, including on-site healthcare, fitness facilities, and flexible work hours (Carpenter, 2010). These perks are not merely superficial; they are designed based on regular employee satisfaction surveys, ensuring

that the benefits offered genuinely address the needs and desires of the workforce. This reciprocal relationship creates a positive feedback loop where employees feel valued and, in turn, are motivated to contribute to the company's success (Crowley, 2013). The result is a highly engaged workforce that is willing to go above and beyond in their roles.

Trust Above All Things

Trust is a cornerstone of SAS's management philosophy. The company fosters an environment of open communication and respect, which is crucial for employee engagement (Crowley, 2013). SAS conducts annual surveys to gauge employee sentiment and ensure that management practices align with the workforce's expectations. By providing employees with the freedom to manage their work hours and access campus facilities, SAS demonstrates its trust in their ability to balance work and personal life (Carpenter, 2010). This trust not only enhances job satisfaction but also encourages employees to take ownership of their work, leading to higher productivity and innovation.

Ensure Employees Understand the Significance of Their Work

SAS places great emphasis on helping employees recognize the importance of their contributions. The company ensures that all employees, from software developers to landscapers, understand how their work impacts the organization and its customers (Crowley, 2013). This sense of purpose is vital in today's workforce, where employees seek fulfillment in their roles. By allowing software programmers to "own" their projects and see the long-term impact of their work, SAS instills a sense of pride and responsibility among its employees (Carpenter, 2010). This approach not only enhances job satisfaction but also drives employees to produce high-quality work, knowing that their efforts will be utilized globally.

My opinion about the firm's approach and policies

I wholeheartedly agree with SAS's policies, as they not only enhance employee satisfaction through trust, respect, responsibility, kindness, and support but also contribute to the company's long-term profitability and innovation. The unique leadership and policies have made SAS one of the greatest and most productive institutions in the globe (Crowley, 2013). In a world where employee engagement is often overlooked, SAS stands as a testament to the power of investing in people as the foundation for organizational success.

Conclusion

In conclusion, SAS Institute exemplifies how a people-centric management approach can lead to sustained business success. By valuing employees, fostering a culture of trust, and ensuring that employees understand the significance of their work, SAS has created an environment where individuals feel valued and motivated and in turn give back to the organization their best.

Reference

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