

Title: REASONS FOR INCREASED WORKER PRODUCTIVITY IN GOOGLE

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Employee Productivity tactics in Google:

This is an analysis on techniques used by HRM in Google to have a good worker productivity. Google employees are believed to be extremely high yielding, they are 40% more productive than industry average. Despite achieving such tremendous margin google still insists on increasing the productivity further.

One of the primary reasons for employee productivity could be the recruitment team themselves, Google have very strict recruitment team, who hire nothing less than the best available, Bribery transactions have strict consequences in google which makes its recruitment smooth and transparent.

But let us not give all the credit to the recruitment department, let us try to find in some other reasons why employees in Google are so productive.

Techniques in Employee Productivity:

1) The 80:20 rule:

Google encourages its employees to spend at least 20% of their time in something apart from work. Google has figured out that when employees spend at least 20% of the time in their personal projects they increase the intellectual capital of the organization. Google believes that either they Innovate or they Die, hence when they allow their employees to spend time on their innovative skills, and intellect enhancement, it somehow increases the productivity of the organization.

Google does not restrict their employees from using social media networks while on work, a study in the University of Gondor has revealed that 92% of the employees in google have Facebook accounts and 85.6% of the employees use YouTube. Among which 69.5% employees use social media as a platform to find work related information.

Google's unrestricted allowance to social media sites have proven impactful as more than 50% of the employees have agreed that social media platforms help increase the intellectual capital of the organization.

2) Freedom to workers:

Google believes in creating a happy workplace along with a productive workplace, Google had succeeded in creating a good bridge which connects both employee freedom and employee productivity. Google has been emphasizing through the freedom it provides to its employees that only through a happy workplace can a productive workplace exist.

Some of the perks which Google provides to its employees are listed below:

- Onsite haircutting saloon
- Free gourmet snacks prepared by well trained chefs
- Laundry and dry cleaning
- Onsite medical staff
- Massage programs
- Allows Pets
- Playgrounds
- Gym

3) Voice opinions:

There is no fixed professional attire in Google, which imply everyone are diverse in nature and are welcomed along with their diversity, this sends a sublime message to employees: to voice opinions even if they differ from their managers.

4) Health and wellness:

Keeping their employees healthy is one of Google's priority, Google provides its employees with Medical, Dental, and Vision insurance; Google assists its employees with mental health; Google provides with an onsite wellness center; Google provides access to mental health apps; Google funds second medical opinion even for employee's family members of which we will discuss in the **Employee Security Chapter**.

5) Financial wellbeing:

Google believes in competitive compensation, it also provides its employees with regular bonus, and even pays for education of employees. Financial peace of mind is what Google

believes is essential in securing employee efficiency. Studies proved that reward system is better than punishment system of motivation. When an employee is rewarded his dopamine pump is enhanced, and he works more for a similar dopamine pump, whereas punishments do not impact hormonal secretions in that level. Studies have been proving through MRI scans of recordings of human brains that the reward system has greater merits than the punishment system and Google is a classic example of a company that has adopted this system of rewards in order to secure employee efficiency.

6) Hybrid work model:

Google's hybrid work model is a 2-day work from home per week model. It is no secret that the hybrid work model is way more effective and efficient than the traditional system, it has been observed that the hybrid work model which encourages work from home had increased employee productivity by 13% and has decreased employee resignations by 50%, the gains of an organization increase by 22% with a hybrid work from home model.

Google also provides its employees with 4 work from anywhere weeks in a year. Google has limited remote work opportunities too which leaves less scope of wastage of talent due to travel barriers.

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