

Google Inc.

More than a company...

Introduction:

- Google was founded by Larry Page and Sergey Brin
- In 1998
- Search engine technology supplier
- Provide the information which is accessible worldwide
- Diversity in products and services
- Google Inc. have 65% of market share
- Competitive company



Google Company Culture

- High energy and fast paced work environment
- Employee work hard and enjoy at the same time
- Google Inc. offers different games and facilitates to its employees
- Team work and creative involvement
- Commercial culture
- Innovative superiority over competitors
- Employee feel motivated
- Value addition by the employee's hard work (Graves, 2013)



Google motivates it's employees

- Motivation root of every good organization
- Googlers are happy at their job
- By good leadership and management
- Intrinsic motivation rewards
- Extrinsic motivation rewards
- Extracurricular activities
- Googlers are motivated by the rewards and benefits (Skudiene and Auruskeviciene, 2012)



Google Inc. Motivational theories

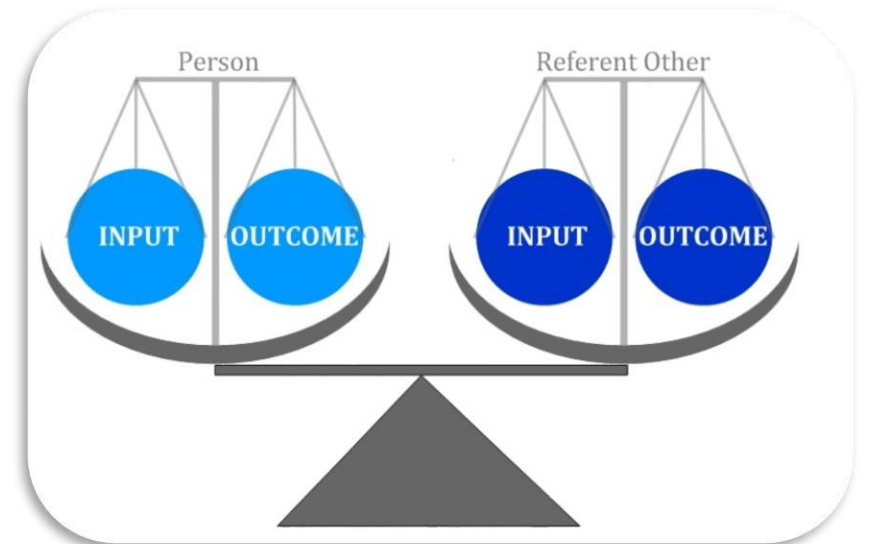
1. Need Theory (Maslow's Hierarchy of needs)

- Employees are motivated by having their needs fulfilled
- Lower needs comparison with higher needs
- Increase satisfaction level of employees



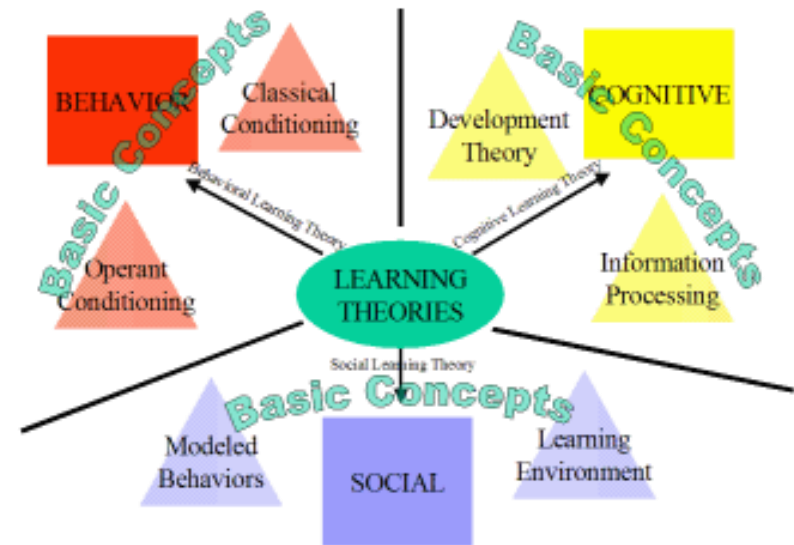
2. Equity theory

- Employee become motivated when performances match outcomes
- Perception of fairness main focus
- Lower needs are dependent upon higher needs
- Inequity creates tension
- Happens when employees are unsatisfied
- Google cares about their employees and family atmosphere is created (Lazaroiu, 2015)



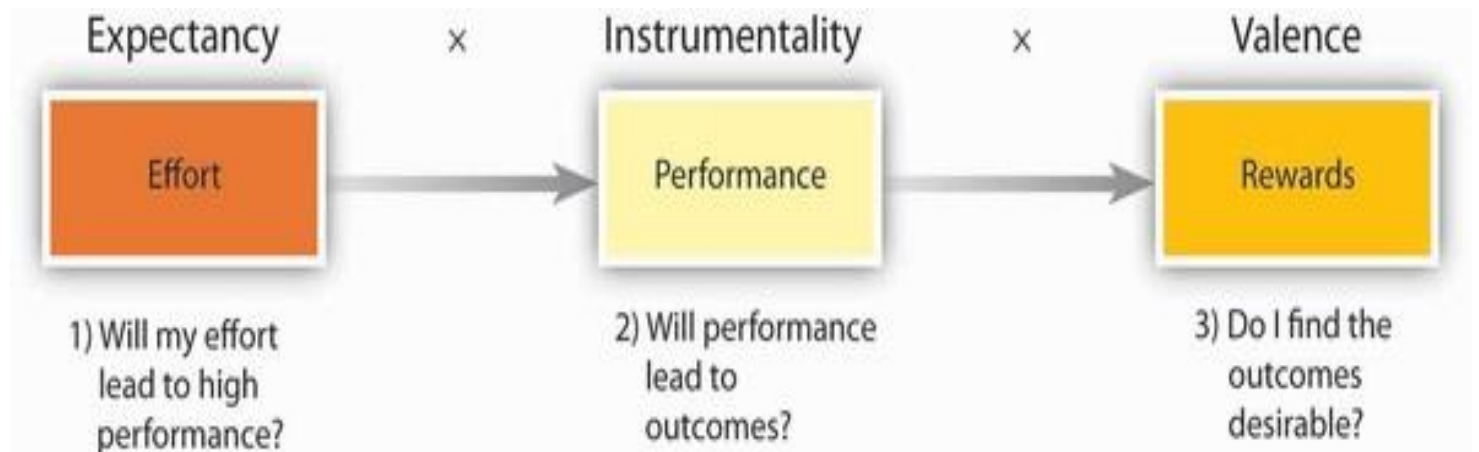
3. Learning Theory

- Learning ways of behaving to get desired outcomes
- Freedom over work
- Discretion on the work hours
- No pressurized work load at Google inc
- Minimum restrictions
- Team building skills are enhanced



4. Expectancy Theory

- It tells us the relationship between three things:
- Work employee do
- Performance they achieve from effort
- Reward or benefits from their effort
- Rewards are the basic motivational boosters



5. Goal setting theory

- Employees are motivated when they are given goals
- Effort and persistence of employee
- Goals should be SMART strategy
- Goal orientation
- Helps employee to work and enhance performance



Google's CEO Leadership Style

- Larry Page CEO of Google Inc.
- Charismatic And democratic way of leading
- Increases the productivity by leadership style
- Tricks used to keep employees interlinked
- Larry Page is open and have equal way of leading
- Motivation is because of the good leader
- Learning qualities are enhanced

Leadership theories

- Greet Hofstede
- Autocratic
- Democratic
- Lises-fare style theory
- Positive leadership style
- Organizational Management
- Crazy ideas, active management & Introvert nature
- Leadership Skills
- Leadership policy (Lau and Roopnarain, 2014)

Google structure

- Google structure and culture important factor of success
- Structure inspire creativity and innovation
- Achieve the desired goals
- Through hiring process
- Making HR into a science
- Casual democratic Atmosphere
- Clear mission and vision
- Employee recognition of small or big contribution
- Organizational culture

Effectiveness of Google teams

- It depends upon:
- Psychological; safety
- Dependability
- Structure and clarity
- Meaning of work
- Impact of work (Wagnur,



Conclusion

- Google Inc. providing good services and product
- No innovative boundaries in Google Inc.
- Creative Atmosphere
- Freedom of work
- Work force diversity
- Team orientation
- Motivating and encouraging employees
- Incorporate new ideas
- Leadership style that positively affect self-esteem



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