

Brief Analysis of “Staff First” Application in Chinese Enterprise

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Abstract

This article mainly elaborates the management games ---staff first, unifying to the investigation to Chinese Enterprise staff practical work condition, it explores the necessity and superiority of staff first. Continuously, this article argues that staff regards the customer as God while the managers should place the staff first. This circle will cause the enterprise to be vital and vigor, it also fully displays the competitive power of enterprise, then the enterprise in intense develops competitively in long-term.

Keywords: Staff first, Cultivate leaders, Self-management team

Seeking and satisfying the customer s' needs, setting the highest goal for customers, since this is the center which continuously has been revolved by the enterprise management and operation. However, in the world, all science's and technology's progress, material wealth's creation, social productive forces' development as well as the social economy system's movement cannot leave from private work, service and management. To establish and implement “the staff first” strategy, it not only controls person's management, but also serves for person's management, it pursues not only for turnover, but in strengthens to foundation of the staff loyalty to the enterprise, just to obtain the sustained development. Specially, it is especially important to Chinese Enterprise in the new times.

1. Connotation and Theory

The so-called staff first refers that the enterprise treats the staff as their first customer, provides the satisfactory service thoroughly for the staff. Staff satisfaction is precondition of customers' satisfactory. All activities in modern enterprises are for customers. It means that customers' existence has closed relationship with enterprises' existence. Staff is customers' direct contact, who transmits the value to customers. Therefore, for enterprises, providing sincere and perfect service to own staff should be put in the first place, otherwise their customers could not receive satisfied services provided by staff; meanwhile, if enterprises want to let the customer obtain satisfaction and respect, they must first let their own staff be satisfied and earn the respect. In addition, brand loyalty to their staff and their customers play the same role in this circle. In other words, staff's role is also multiple even if in the enterprise environment. To be next in doing business, staff is a goods supply, but before it, they are actually the typical consumer. So we may say that the enterprise is in itself one crowded network which is formed by “the customer - - goods supply person”. Therefore, staff is also a customer, the innate customer, “customer is supreme” should also aim at them effectively.

2. Implementation Necessity

It is well known that staff should participate in enterprise's work, there is no exception. So, staff's quality, status height, as well as factor will affect enterprise's development directly. Just like the former part which I mentioned that staff status height immediate influence its quality display and professional degree. Obviously, many overseas well-known enterprises realized this point, and already has started carrying out “the staff first” strategy, like Dupont, Starbucks and so on. After the Second World War, it is a miracle for Japan and Germany, which only use several years to stand unexpectedly on war's ruins, and one of the very important reason is they

improved the educational level of workers diligently: for Germany, she set a discipline ---“trains the two-track system apprentice”, and took the development of economy as the secret weapon, while Japan took the vocational skill development as the cornerstone in sincerity economy. But reviewing our domestic enterprises, none actually regards this as nothing. From the psychology angle analysis, as an enterprise's staff, he needs to be satisfied in many aspects, it is as followings according to important degree sorting: 1) the sense of achievement (has 41% mentions rate); 2) being recognized, commends (33%); 3) work itself (26%); 4) having certain responsibility (23%); 5) promoting opportunity (21%); finally is the wages (15%). But on the other hand, according to our country All-China Federation of Trade Unions Information and Education dept about enterprise staff value orientation investigation, although making money is put on the first considering factor when making employment choice. Actually, the result is opposite, it means that the common condition is actually the wages and the bonus often sends more and more, unfortunately, the working zeal has not get big growth. Through the investigation, we know that in raising salary, personnel system, wages distribution system and social insurance system cannot cause staff's satisfaction. During this period, all staff display passive point of view, just like the sense of being lost and lonely, feeling unfair as well as lacking the suitable safeguard mood and so on. All above greatly suppress the general enterprise staff's working enthusiasm in their job, then affect seriously their working efficiency. From this, it had proven fully the above psychologist research institute, thus it is not difficult to see many enterprises in our country neglected the mutual union between money factor and non-money factor - - this proves that comparing with overseas same profession, ours have small gap in equipment, techniques and producing condition, but we actually cannot produce perfect product, so it is hard for us to satisfy the request between market and customer. Coarsely, it will also cause the staff to drop enterprise's loyalty, even changing job. We should notice that working in one unit for a lifetime should never return. Therefore, the strategy “staff first” is imperative in our country!

3. Implementation Superiority

China has five millennium traditional cultures with long history, and it is also world-famous that the Chinese concern on emotion most. Under immersion of more than 2000 year Confucian thoughts, the Chinese know how to keep principle, and meanwhile we know ideology which gives precedence out of courtesy courteously, this has no alternative but saying that is a good deed, therefore, comparing with the overseas enterprise, implement “staff first” will be easier in Chinese enterprise. Our country's national characters are humanist, respecting others, this essence requires managers to show their full concern and the benevolence to staff, and meanwhile they should place their benefit on the top of all benefits, additionally managers should consider their all kinds of requests fully, then they can achieve good rewards from their staff, but not only for increasing wage. In addition, the westerner worships pursuit individual struggle, especially feeling proud for the achievement which is obtained personally, they do not always conceal own self-confidence as well as sense of honor; on the contrary, the Chinese do not advocate that, but collective strength.

4. Concreting Strategy on Implementation

4.1 To strengthen the service in enterprise human resources

In new economical time, while strengthening on the management to the enterprise human resources, we must pay great attention to service. Enterprise helps staff to realize their self-value, to enhance staff's work degree of satisfaction, the sense of achievement and the enterprising spirit. Except for that, enterprise should provide disciplines in fair examination and incentive system. According to the staff individuality characteristics and actual needs, enterprise should make development plans for the staff in their personalization, because of the measuring of all the above, staff can easily feel that enterprise shows great care, respect and warm to them. The suitable appraisal and praise could bring the staff still to be able to play a very good drive role in the whole business process. What's more, comfortable and harmonious working atmosphere may let the staff work with single-hearted devotion. We must admit that there will be some conflicts between enterprise and staff, so the solution to the conflict is one of important compositions aspect for measuring managing capacity.

4.2 Change the role of managers as cultivate leaders

"The Pursuit of Excellence in Management," written by American scholar Tom Peters, says that leaders can be divided into three categories: teacher, command and cultivate. Incubation of all three types, cultivate type is the most important leadership, which means that managers give employees ample room to grow mainly through licensing, guidance and other management tools, doing this may lead to improve staff's performance through learning, they can also increase a corresponding overall performance for enterprise. Specifically, this type of management means that cultivate is mainly oriented for employees under establishing the common goal for staff firstly, then through the dissemination of core values, enterprise should influence employee's awareness, and

indirectly guide their behaviors, finally enterprise can achieve their business goals resulting in favor of staff's behavior, and continuously staff can develop their own abilities. Cultivate leadership should be regarded as a flexible management, because it is adapted in HP, IBM, Motorola, Microsoft, GE, Panasonic, Honda and other well-known multinational companies effectively.

4.3 Creating self-management teams

Self-management team has the following characteristics: team has the right to make most of the independent decisions, to select leadership; team also has the right to identify and hold responsibility independently; team has the right to identify and implement most of the training programs independently, too. For staff, they can communicate with each other directly among the whole team members. Team self-management is, in fact, a new authorization mechanism, which focuses more on staff self-management and self-innovation, this kind of management just wants to realize staff self-actualization by the joint efforts of the whole team. It's true that enterprise self-management is more suitable for a number of high-level R & D personnel, because R & D personnel department has the duty to allow different voices, individuality and innovation. As managers, they should have the endurance to enable participants to clarify ideas, to grasp the essence of acceptance, to examine and adjust you. In the process of decision-making, enterprise should promote hot debate, so that argument is full of passion and heat, which means that, of course, the premise must base on facts and data, not the person, but to avoid the subsequent emotion.

4.4 Management Innovation

In this time of changing and reforming, "change" is the only truth. Peter Drucker, a well-known management expert, believes that today's society is not a technological revolution, nor software or the speed of revolution, but a concept of revolution. Various changes in innovation is the only real change in the concept of the enterprises to adapt, so are changes in corporate management. Enterprise management should be changed with the science, technology and business environment. Only in this way, enterprises can gain the initiative and win success. Staff's participation in management is the management of innovation, because it can be expressed in the development of business objectives and direction of the development of such rules and regulations of participation and discussion, so that staff will have to be taken seriously and respected business owner, which is conducive to motivate staff to grow with the company produced, company's common development and the concept of shame. To obey it is one of the best ways to achieve management thinking. Meanwhile, in the discussion of making process, in order to develop their own goals and achieve their own goals and business goals, staff will be mobilized as a whole and involved in developing their goals. But to avoid the management objectives in the development that is out of touch with the actual ability, enterprise should encourage staff to participate in everything actively.

5. Conclusion

Chairman Mao Zedong pointed out: "All things in the world, human being is the first precious." In the first decade of the 21st century, facing with a new decade of increasingly fierce competition in the domestic outside the situation, Chinese enterprises must be balanced and prepared for adversity, and they must do well in management of human resources development. They must prevent the brain losing; create a large number of the new system to meet the requirements of workforce innovation, so as to make the enterprise be full of vigor and vitality, give full play to competitive advantages of enterprises in the fierce competition in the market long-term development. After all, the response to the management of human nature is the best management.

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