

**TITTLE : PROACTIVE ORGANIZATIONAL BEHAVIOUR SOLUTIONS TO  
MOTIVATE AND UPGRADE EMPLOYEES**

**COMPANY NAME: 100 PLUS**



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## INTRODUCTION

Organizational behavior (OB) is the academic study of the ways people act within groups. Its principles are applied primarily in attempts to make businesses operate more effectively.

This report will evaluate organizational behavior is the study of how human behavior affects a 100plus company. Organizational behavior aims to learn how an organization operates through the behaviors of its members. Instead of taking a strictly numerical approach to determine an organization's operations, it takes a more psychological approach. By understanding people, you can better understand a 100plus company.

Organizational behavior is intended to explain behavior and make behavioral predictions based on observations. If you can understand behaviors, you can better understand how an organization works. In addition, organizational behavior studies how an organization can affect behavior. So, if you think about it, behavior affects an organization and an organization affects behavior. Let that sink in for a second—it's all connected! They each affect the other, creating a never ending loop between the two. Therefore, in order to have a healthy and successful organization, it is extremely important to understand the ins and outs of organizational behavior!

The study of organizational behavior includes areas of research dedicated to improving job performance, increasing job satisfaction, promoting innovation, and encouraging leadership. Each has its own recommended actions, such as reorganizing groups, modifying compensation structures, or changing methods of performance evaluation.

All businesses have an internal culture that is unique to their company. Each employee contributes not only a certain skill set but also a personality with inherent values and beliefs, and those values and beliefs will determine how they will interact in work groups, with other employees, and toward management. Organizational Behavior (OB) is the multidisciplinary study of the employee interactions and the organizational processes that seek to create more efficient and cohesive organizations.

In the field of Organizational Behavior, researchers have found that scientific approaches can be applied to personnel management to bring out the best in employees and improve the overall success of an organization. Researchers in the disciplinary fields of psychology, sociology, social psychology, anthropology, political science and economics have all contributed to the research of Organizational Behavior.

During their careers, most people have worked for a company where people didn't get along, where no one knew what the expectations were, or where

the

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boss failed to promote teamwork. The company most likely lacked a strong OB model.

Organizational behavior can help employees navigate a business's culture as well as help managers better understand how that culture helps or hinders employee productivity and retention. OB can also help managers evaluate a potential job candidate's skills and personality during the hiring process, allowing human resources to find the best fit for departments within the company. While there is never one exact way to assess these things, OB theory offers a set of guidelines to help organizations create a positive and vibrant internal culture.

One of the main goals of OB is to understand what motivates employees. How organizations measure job satisfaction varies, but most common metrics include a fair and equitable reward system, compelling work, enjoyable working conditions and good supervisors. By understanding what motivates employees, managers can adjust their policies to increase job satisfaction, thereby increasing productivity.

OB not only helps employees understand themselves better, it also offers a roadmap for managers to improve all aspects of their organizations:

- Improve job performance.
- Increase job satisfaction.
- Promote innovation.
- Encourage leadership.
- Improve customer service.
- Encourage ethical behavior.
- Create a positive work environment.

Depending on the challenges and desired outcomes, managers may use different tactics such as reorganizing workgroups, changing performance evaluations or modifying compensation structures. Understanding what motivates employees also plays a large part in how managers adjust company procedures or policies.

Not only does organizational behavior provide a roadmap for human resources and supervisors to manage more effectively, it also helps employees navigate an organization's culture.

When a strong model of OB is in place, employees can understand themselves better and know how they can best flourish inside an organization. And managers are better able to predict how employees might react under differing circumstances and adjust accordingly.

Creating a culture where relationships are cooperative, employees feel valued and companies flourish is at the heart of organizational behavior.

## **BACKGROUND INFORMATION**

100plus (often pronounced as "hundred plus") is a brand of isotonic sports drink manufactured by Fraser and Neave Limited, a global food and beverage conglomerate headquartered in Singapore. It was created and launched in 1983 in both Malaysia and Singapore with the name commemorates 100 years of Fraser and Neave in Asia.

100plus is popular in both Malaysia and Singapore. It has been consistently voted the number one isotonic drink brand in Malaysia in various surveys since its introduction in 1983. One of its main competitors in Singapore is H-TWO-O, which is manufactured by Yeo Hiap Seng.

Four flavours are available— original, Tangy Tangerine, Lemon Lime, Berries and Active. In 2011, a non-carbonated version called 100plus Edge was introduced before another one in 2017 called 100plus Active. 100plus is sold in Malaysia, Singapore, Brunei, Thailand, Indonesia, Vietnam, the Philippines, Myanmar, Canada, Papua New Guinea, Maldives, India, Republic of Korea, Hong Kong, China, Taiwan and South Africa. In Canada, 100plus is sold at T&T Supermarkets in British Columbia, Alberta and Ontario. The authorised distributor for Canada is Palm Resources Inc. It is sometimes available in other parts of the world, such as Australia and the United Kingdom, typically in Asian-specialty stores.

2016, 100plus is the title sponsor of Malaysia's second-tier football competition, the Malaysia Premier League as well become synonymously known as the sponsor for various Malaysian sports. 100plus also sponsors the 2017 Southeast Asian Games and 2017 ASEAN Para Games, which were held in Kuala Lumpur. In 2018, 100plus become one of the official partners sponsor of 2018 AFF Championship, the Southeast Asian regional football championship tournament.

Since 2013, 100plus has been the sponsor of Myanmar Football Federation and Myanmar National League. The sponsorship is extended to 2020 to support major football events in the country, the various football teams within the national setup, football tournaments for youth development and the local professional competitions.

Fraser and Neave Holdings Bhd (F&N) signed a strategic beverage distribution agreement with AirAsia in 2010 in its bid to grow the 100PLUS brand further by offering the drink for onboard sale.

## INCENTIVE THEORY

According to one theory of human motivation, actions are often inspired by a desire to gain outside reinforcement. The incentive theory is one of the major theories of motivation and suggests that behavior is motivated by a desire for reinforcement or incentives. The theory of incentives is one of the major theories of motivation and suggests that behavior is motivated by a desire for reinforcement or incentives. Thus, in contrast with other theories that might suggest we are pushed into action by internal drives, incentive theory instead suggests that we are pulled into action by outside incentives. According to this view, people are pulled toward behaviors that offer positive incentives and pushed away from behaviors associated with negative incentives.

In other words, differences in behavior from one person to another or from one situation to another can be traced back to the incentives available and the value a person places on those incentives. For example, In 100plus company, managers use various incentives to understand the needs of the managed person, so as to use various methods to stimulate the managed person to continue to advance and maximize their efforts Work, the process of making the managed person continuously improve for his own needs. The important part of how to develop the management system of modern enterprises lies in the management of human resources. The introduction of incentive theory in human resources is conducive to improving the economic benefits of enterprises.

The most common incentive would be a reward. Rewards can be tangible or intangible, and is presented generally after the occurrence of the action or behavior that one is trying to correct or cause to happen again. This is done by associating positive meaning to the behavior and or action. Studies show that if the person receives the reward immediately, the effect is greater, and decreases as delay lengthens. A combination repetitive action and rewards can cause the action to become a habit. This model has both its achievements and limitations. Incentive theory will give us a nice closed form model with direct linear cause and effect relations. They are very well suited to a top-down form of management because extrinsic incentives are designed to give compliance. They are explicitly and directly trying to alter agents' behaviors according to the instructions of some managing body.

## **INCENTIVE MOTIVATION**

### **1. Strengthen emotional motivation for employees**

In 100plus company want to achieve the effectiveness of incentive policies, they should transition emotional incentives to the whole process of incentives, and link them with their emotional states, so as to meet the needs of their hearts and make them into emotional incentive states. Managers should timely understand the needs of employees and their opinions. Working in a good mood can stimulate enthusiasm and increase efficiency; if each employee does this, it will bring huge benefits to the company.

### **2. Create a harmonious and pleasant working environment and improve employee satisfaction**

In 100plus company, relevant managers understand the employee's satisfaction with the work, which is of great significance for mobilizing the enthusiasm of employees, improving work efficiency, promoting the development of employees, and improving the ability of employees to collaborate and cooperate. However, this work also puts forward higher requirements for relevant management personnel. Enterprise managers can provide employees with a comfortable working environment, including tea rooms and employee lounge settings. Enterprises can strengthen the use and allocation of expense funds, and use a small amount of funds for employees' living allowances. For example, if employees take a bus to work, the company can properly reimburse them; provide a healthy cafeteria to improve employee satisfaction

## Motivate employees

The enthusiastic employees are the best employees. Effective methods can increase the enthusiasm of employees and stimulate their maximum capabilities, which is a win-win situation for both enterprises and individuals. Enterprises want to develop, cannot escape the enthusiasm of employees. However, with the development of the 100 plus company's operations, leaders find that employees are becoming more lazy, that they are not attentive to work and that they are passively idle. Have some few solution to soft out those issue.

1. **Give employees a sense of security** People are always realistic, except to work constantly for money and for survival. However, when the salary has been in a constant state, the enthusiasm of the employees will be slowly eroded. Therefore, if you want to increase the enthusiasm of the employees, you must let them receive their corresponding returns in time, otherwise the enthusiasm of the employees will develop on their own, while the employees work around the same time, it will cause the development of the company to decline.
2. **Acknowledge employees' contributions** Recognizing the contribution of employees, we must first follow the leadership. Do not doubt or question the work assigned to subordinates. Don't hesitate to give praise and praise to subordinates for work that has made great contributions to employees. All praise can increase the motivation of employees. In addition, do not blindly punish and blame employees for making mistakes, but give appropriate suggestions and guidance. It is important to understand that leadership's motivation is key, so that employees have a sense of accomplishment, so that employees can feel that under the leadership of the leadership towards a common goal, can achieve the development of enterprises and individuals. To sum up, the enthusiastic employees are the best employees. Effective methods can increase the enthusiasm of employees and stimulate their maximum capabilities, which is a win-win situation for both enterprises and individuals.
3. **Arrange work tasks reasonably.** Humanity is an emotional animal. Regardless of where he is or where he is, he pays attention to one's comfort, like and willingness. Many companies like high-pressure policies and full-load work systems. But that doesn't last long. After a company with sustainable development has a perfect reward and punishment system, it will also have a welfare policy for employees. For example, reasonable arrangements for working hours, spare time, team building, birthdays, field expansion training. Past cases have proven that this approach is effective.
4. **Looking forward of the future.** Generally it is most effective for newcomers in the workplace. Newcomers in the workplace place a high value on their work, take responsibility seriously, and fear that doing wrong will leave a bad impression on their bosses and affect their next promotion. Therefore, when you describe the company's prospects, future development, and even his preliminary career plan, the enthusiasm of the new employee is mobilized.

## Organization Team Work

Through 100plus company's teamwork, it is conducive to motivate the learning motivation of team members and help improve the overall ability of the team. Most people have the desire to hope others respect themselves, they have the indifference, and the desire to keep improving. These psychological factors unknowingly enhance the self-motivation of members, making members consciously ask themselves to improve, and strive to be the best in the team to win the respect of other employees. When the best is not achieved, the above-mentioned psychological factors can promote competition among members and strive to align with the best members of the team in order to achieve the incentive function. In this continuous motivation, it helps to improve the overall ability of the team. The internal competition of team members has a certain degree of stimulating effect. This comes from the psychological desire among team members, but it is necessary to control this desire and avoid the individual heroism among team members to affect the overall combat ability of the team

Through to teamwork, you can create a working atmosphere, so that each team member has a sense of belonging, which helps improve the motivation and efficiency of team members. As the so-called men and women are not tired to work, let's not talk about men and women for the time being. Even if men and men cooperate, they will not have a sense of loneliness because one is fighting. The team has a consistent goal, which creates a sense of belonging. It is this sense of belonging that makes each member feel that while working for the team, they are also achieving the goal for themselves. At the same time, other members are working together for this goal, thereby arousing a stronger motivation for work. The enthusiasm for contribution also spontaneously arises, making work more efficient than when the individual is alone

Teamwork is more conducive to improving decision-making efficiency. The team is different from the general group, and the number of the team is relatively small, which is helpful to reduce the lack of information in the transmission process and improve the motivation of members to participate in the team's decision. At the same

time, the concept of leadership is relatively weak among teams and relatively flat among team members, which is conducive to the democratization of decisions.

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## Conclusion

In summary, in today's rapidly developing 100plus company, competition among enterprises is becoming increasingly fierce. With the progress of the times, the management of modern enterprises is constantly innovating. Many companies have injected the application of incentive theory, and the scope of application is getting wider and wider. The motivation theory aims to promote the enthusiasm of employees, stimulate their potential, enhance the competitiveness of enterprises, and promote the economic development of enterprises.

The application of the incentive theory needs to be combined with the actual situation of the enterprise to conduct in-depth research and reasonable application. Generally speaking, motivation theory mainly includes three aspects.

First of all, in 100plus company continuous demand for motivation, the theory is based on self-demand. Managers place incentives at the forefront of their work. Its main purpose is to meet the actual needs of people, encourage and support employees, and stimulate their potential. Improve work efficiency. Status, to solve objective problems efficiently in the management process of the enterprise. Only by realizing the existing problems, relevant leaders can formulate corresponding countermeasures to solve the problems, and the enterprise can develop and progress.

Finally, in 100plus company the main starting point for incentives based on status is to satisfy the interests of employees, enhance the cohesion of employees, and further improve the efficiency of the enterprise. Carefully organize work, further improve the structure of employees, adhere to a stable number of people, improve quality, and work in a balanced manner, increase training, focus on improving distribution, and constantly optimize the structure to raise the entire coal mine development party's work to a new level and focus on organizational behavior training.

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