## INTERNAL/EMPLOYEE RELATIONS

О

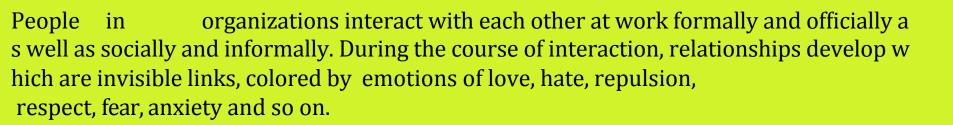
0

0000

0

HAILILAH TRI GANDHIWATI

Rabu 15 April 2020



Example: These are usually mutual but not necessarily reciprocal. If A hates B, it does no t follow that B hates A. It is possible that B loves A and even sympathizes with his thoug hts.

#### **Employees-The Most Important Asset**

Most important asset are employees, who work t ogether and perform to achieve the goals and obj ectives of the organization.

Every individual shares a certain relationship with his colleagues at the workplace.

## **Dimensions of Relationship**

#### The relationship can be

- Between anyone in the organization
- Between co-workers (Horizontal)
- Between an employee and his superior (Upward & Downward)
- Between two members in the management a nd so on.

It is important that the employees share a health y relationship with each other to deliver their be st performances.

#### **Environment & Atmosphere:**

- The employees must be comfortable with each othe r for a healthy environment at work.
- It is the prime duty of the superiors and team leader s to discourage conflicts in the team and encourage a healthy relationship among employees.
- Observation says that a healthy relation among the e mployees goes a long way in motivating the employ ees and increasing their confidence and morale.

## **Employee relationship increase Employee Engagement**

- One starts enjoying his office and does not take his work as a burde. He feels charged and fresh the whole day an d takes each day at work as a new challenge.
- If one have a good relation with his team members he fee l going to office daily. Go out with the team members for a get together once in a while or have the lunch together.
- These activities help in strengthening the bond among t he employees and improve the relations among them.

## **Importance of employee relations**

- There are several issu es on which an indivi dual cannot take deci sions alone.
- Work becomes easy if it is shared among all.
- The organization becomes a happy place to work if the employees work together as a family.

- Healthy employee relations also discourage conflicts and fights among individuals.
- A healthy employee relation re duces the problem of absente eism at the work place.
- It is wise to share a warm r elation with the fellow wor kers, because we never kn ow when we need them.

## **Improve employee relations**

- Involve the team members.
- Encourage individuals to sh are their work with each ot her.
- Assign them targets and as k all the team members to contribute equally.

- Encourage effective communica tion among the team members.
- Written modes of communication must be promoted among the e mployees for better transparency
- Organize birthday parties, Outin g together, Celebrations, New Y ear parties etc.

## **Role of Attitude in Employee Relationship**

- Attitude plays an important role in improving the relationshi p among the individuals.
- An individual should never ever have a negative attitude at workplace.
- Don't always find faults in others.
- One should not be too rigid.
- An individual should not make issues out of small things.

## **Role of Attitude in Employee Relationship**

- One should be forgiving.
- Don't carry ego to work.
- One should always keep his personal life separate from his professio nal affairs.
- Treat colleagues as friends.

# **Exercise & Assignment**

- 1. Buat presentation/ppt kreatif dan professional look
- tentang employee relations menggunakan buku Seitel sesuai deng an SAP dan tambahkan dengan tokoh dan sumber lain(dalam PR)
- 3. 20 pages
- 4. Submitted maksimal pukul 19.00 Rabu 29 April 2020 via email
- 5. Konten:
  - 1 Definition
  - 2 Structure and anatomy
  - 3 Function and roles
  - 4 Tasks
  - 5 Mechanism
  - 6 How to make good relationships towards the employees up, same level, down
  - $\overline{\mathcal{O}}$  The benefits and lost of the relationships (good and bad)
  - B) Give the real examples

## SOURCES

Connor, Dick and Davidson Jeff, Marketing Your Consulting and Profess ional Seruices. John Wiley & Sons,tnc. New York,1997, p.6.

Seitel, Fraser P., The Practice of PR,11<sup>th</sup> Edidion, Pearson Prentice Hall,2 011.

Croft,Alvin C.,Managing PR Firm for rowth and Profit 2<sup>nd</sup> Ed.,Rotlegde,2 006.

Cutlip,Scott M,Glenn M.Broom,Allen H.Center., Effective PR 9<sup>th</sup> Ed.,New Jersey,Prentice Hall.,2005.

Wilcox, Cameron, Reber, Shin, Think PR,Pearson,Allyn & Bacon,,2011. Phillips,David, and Philip Young, Online PR, CIPR, 2<sup>nd</sup> Ed,2009.

Bivins, Thomas H. The Basics of Style to accompany Public Relations Writing The Essentials of Style and Format. Fifth Edition. 2005.

Newsom, Dough & Jim Haynes. Public Relations Writin g Form & Style.2011.