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# Needs Analysis

Analysis Conducted

The Amazon organization serves different groups of consumers through various retail websites. They focus much on the selection, convenience, and price. The company also designs their website so as to make it easy to sell many unique products to different groups of clients found in the whole world. Customers can “access the websites in a direct manner through the mobile application and apps” (Evans 2014). Amazon “manufactures and sells many electronic devices such as e-readers, Kindle, Fire tablets, as well as fire phones among others” (Evans 2014). The pricing is done on daily basis and shipping offers they continue to ensure that their prices are lowered. Functionality is provided, which is easy to use, fast and very reliable fulfillment and very timely customers' services. Different membership programs offered include: shipping Amazon Prime, an annual membership program. It includes unlimited shipping of many goods free of charge shipping on millions of items.

**Analysis Conducted**

The training objectives at Amazon provide direction for the company and its employees and a successful outcome.The right training makes a difference, with exceptional leaders the company can thrive. Amazon has helped "ten different countries in their Career Choice Program that helps prepare employees" (Amazon, Inc., 2015). Employees take courses such as technical classes so that employees achieve their goals. The Mentorship Program was started in 2013. Amazon started Circles to "build peer mentoring groups by adding senior leader's advisor so that participants can benefit from both perspectives” (Amazon, Inc., 2015). According to Amazon Inc., (2015), it states the following Circle topics, “cross-functional, formed around a particular business, such as Kindle, or organized by discipline, such as software engineering." It consists of meeting to share experiences every six to twelve months.

To exceed in performance and promotion hire talent is looked upon. Those who are willing to improve and explore new possibilities are the leader with the highest standards that deliver quality services and processes. Communication inspires results and guides direction. Overall, leaders at Amazon are committed to the decisions made as a team. The training needs to consider are cost, effectiveness, competencies, and Amazon’s needs. Special focus is put on:

* Training provides
* Training Cost
* Delight customers with products and focused execution
* Customer delivery and satisfying experience
* Team support
* Mobile software for internal and external customers provided
* Benefits

Addressing training needs to ensure a quality designed analysis that leads Amazon to train employees consistently and effectively. It will make the business better by allowing employees to showcase their skills.

**Analysis Completed**

The organizational analysis focuses on “the organizational strategies, organizational resources, resource allocation, and the overall organization's internal environment” (Blanchard, 2012). Examining the structures is necessary. Policies and procedures are required to increase performance levels. It helps deficiencies that are caused because the need of training.

The mission of Amazon is to be “the most customer-centric company on earth and to build a place that all customers can find and discover anything they wish to purchase online” (Farfan, 2016). Amazon is very up front with all employees to “ensure that they can make informed decisions to either stay or move on to other ventures on their volition” (McIntyre, 2015). Some factors that may cause problems within Amazon could be employees who just are not the right fit or by bad decisions by people in management positions.

Poor management will make decisions that can be detrimental to employee morale. “Low employee morale and disgruntled employees can generate a lot of motivational problems for the organization” (McIntyre, 2015). Amazon ensures that they decipher if the deficiencies in production are due to the need for technological advancements, more training programs, or if it is simply a motivational concern that needs to be addressed by management.

**Team Analysis**

The Amazon team and corporate culture: “for better or for worse, they are enduring, stable, hard to change” (Annual Reports and Proxies, 2016).Team training and development opportunities within the organization need special focus. Amazon has filled the walls of their massive company with like-minded people which is a benefit to keeping the company stable but can be a concern when new products and services come to market.

Amazon internal teams are diverse. Each particular team has their training needs and customized way for delivery of this training. Amazon's leadership team has found that Amazon does "embrace the idea of invention, but are not willing to suffer the string of failed experiments necessary to get there” (Annual Reports and Proxies, 2016). It is a concern for the leadership team and is a definite, urgent training need for the managers and senior leaders.

**Task Analysis**

Task analysis is the fundamental elements of a job. The tasks analysis provides the goals and objectives of each employee to stay in line with the needs of the organization. Standardizing the job manuals is necessary.At Amazon,Facilities Maintenance makes sure that all things in the warehouse are running smoothly. They maintain the building and supporting services. One of the primary responsibilities is the upkeep and day to day operation of all equipment. Some tasks that can be done to ensure Amazon employees stays in line of successful facilities are the training of the employees on the importance of safety. Safety in the workplace is crucial and facilities have to make sure all working conditions are safe. It includes proper signage on all entry ways and workstations. Ongoing and training for safety should be reintegrated.

**Measurable Results**

Amazon works diligently to “streamline processes and eliminate defects to improve the customer and employee experience for appropriate outcomes” (Amazon, Inc., 2015). The Kaizen program will be utilized to evaluate the success of the training programs and opportunities for improvements. According to Amazon, Inc.  (2015), “in 2014, more than 2,300 associates participated in 725 Kaizen activities”. According to Amazon, Inc.  (2015),“a team at Amazon's Las Vegas, Nevada, fulfillment center streamlined the following”:

* Customer Returns
* Improve Productivity by 34%
* Eliminate walking distance by 120,000 feet per day
* Reduce work process by 46%

Cost-effectiveness evaluation is used for all training related to improvement training. It allows Amazon to evaluate the cost savings of new programs and training which lead to overall financial health for the company. The process reviews of outcome measurements promote their commitment to learning principles and staying ahead of their competition.

The evaluation system consists of evaluating the costs and benefits of the training and was it worth this program. Using the cost-effectiveness evaluation will help to see if any changes were made in the performances. The improved performance will show if the training was a sound investment. When a company does look at the cost saving analysis (results focus) and does see a saving, Amazon will use the Kaizen event, regardless of the cost, if the savings is higher than the training cost. The results will show that the training was successful.

Amazon uses Kaizen as the evaluation system that would measure the appropriate outcome. It helps improve in customers and customer experiences. Kaizen integrates exercise trainings and is evaluated by a survey. A reaction questionnaire is provided. It asks whether the program met the expectations of each. Employees provide reasons, and the training material questions ask what they would do in that event and provide a written answer. Employees will then respond if the event helped them in their job.

**Conclusion**

In conclusion,Amazons measuring system identifies objective’s effectiveness through their focus. The systematic approach helps determine the training needs. The evaluation system provides measurable results and an appropriate outcome to meet the need of the company. The analysis targets audience of the training and expresses the effectiveness of evaluating the training. Overall the process repeats key points to ensure training is up to date with the organization.

References

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