INFORMATION SHEET ON UNILEVER PLC UK

Introduction

Since the new team will join the company, it is vital to obtain a comprehensive understanding of Unilever Plc UK's dynamics. Traditional or conventional employer-employee working dynamics are no longer effectively fitting for both businesses and individuals. Individuals were increasingly looking for better professionally and personally satisfying work. Hence the company is working towards a new employment model for better resource utilization and helping people. Unilever Plc UK's corporate purposes significantly state that for success higher standards regarding corporate behabiour for everyone are required (Unilever PLC. 2021b). The values and principles of this company mainly involve always working with integrity, making a positive impact in several ways, available continuous commitment, setting out aspirations and properly working with other individuals. Unilever Plc UK attempts to provide positive impact through numerous ways such as through commercial relationships and operations, bands, voluntary contributions and others. Since organizational culture and changes are both essential factors for achieving business goals, this information sheet will discuss key external influences, organizational goals and their importance, informational and communicational technologies, organizational culture in organizational settings and others. This paper will discuss how organisations work as a whole system, the importance of managing and planning change within the workplace, the role and importance that people professionals play and how change can impact people in various ways.

Three Key External Influences

The three key external influences which are impacting or likely to impact Unilever plc UK's activities have been given in the below section

Environmental factors

Unilever has made numerous commitments to sustainability. The organization has long recognized that its business model involves stakeholder benefits and other sustainability plans. The firm is effectively working on the SDG (Unilever PLC. 2021). Presently consumer preference is also shifting to brands and products which effectively prioritise sustainability. Hence, fostering sustainability changes through reducing waste, sustainable sourcing and other kinds of eco-friendly practices could significantly impact the overall operation and brand image of Unilever Plc.

Political factors

The political decisions mainly related to labour such as union-related policies, worker rights and minimum wage regulations can significantly impact how Unilever manage its workforce in various countries (binti Tsuraya *et al.* 2023). Since Unilever effectively operates across 190 countries, hence any significant changes within the trade policies such as trade barriers or imposition of tariffs can have a significant number of implications within its supply company besides its overall distribution strategies. These specific factors could further influence Unilever's entire decision to set up factories beside distribution networks or even to enter or exit the particular market.

Social factor

In recent times, consumer purchase decisions have been significantly changing as well. Since this societal value is effectively changing, Unilever Plc UK had to adapt to those changes. Whether they do not adapt to those changes, they might lose the market share towards other brands.

The above-mentioned two external factors can significantly impact Unilever Plc's overall activities.

Two organizational business goals and their importance

The two most vital organizational goals of Unilever Plc have been elaborated in the below section.

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Sustainable growth:

Unilever significantly focuses on developing sustainable living commonplace. Besides, they're significantly aiming to better good regarding the society and planet and foster different sustainability schemes (Unilever PLC. 2021). The firms effectively act on the environmental and social issues that face the world and they want to increase the individual's lives with sustainable and innovative along with quality products. With this sustainable growth plan, the company is effectively planning to grow their overall business.

Upskilling employees:

Aside from sustainable growth, Unilever had a significant goal to upskill and reskill their employee with future-fit skills through 2025. During the period of 2022, a total of 15% of overall employees were effectively upskilled and reskilled (Unilever PLC. 2021a). The firm effectively launched tailored and upskilling learning opportunities for workers who are below senior management along with a particular aim on digital skills.

Planning for overall sustainable growth would allow the firms to respond and anticipate a vast number of changes that shape the individual's life over the world. It would assist in properly adapting towards shifting customer requirements and effectively contributing to tackling the issues of social inequality and other challenges. Through planning sustainability, the form can maintain the environmental aspects. Planning for upskilling the workers would ensure that the workforce of Unilever remains adaptable and competitive in a rapidly changing business atmosphere. It would assist in increasing the capabilities of their overall workforce as well as improving employee retention and satisfaction (Gowan *et al.* 2022). Hence, it can be stated that planning is vital for the organization to obtain goals since it provides a better roadmap for advanced action and anticipating different kinds of challenges. Through the above-mentioned planning, Unilever plc can get several benefits.

Organizational products and services and customers

Unilever Plc UK is an organization of both suppliers and manufacturers of fast-moving customer goods, their overall product portfolio is very diverse and involves food products, personal and beauty care products, beverages, home care products, and other vitamins, supplements and minerals. Unilever gives a variety of different food products including confinements, breakfast cereals and other food products(Prado Perez, 2020). The personal and beauty care products involve different brands and they also provide a range of products from soaps and shampoos. Unilever significantly produces a significant number of beverages including tea, soft drinks and energy drinks (GlobalData. 2022). However, home care products involve cleaning agents and laundry products and the organisation further ventured within the wellness and health sector. Unilever products are utilized by 2 billion individuals every day globally and their brands are present within 90% of households in the UK (Unilever. 2024). This significantly indicates the wide range of customer base regarding Unilever. The customer range of this organization involves stores such as supermarkets, hypermarkets and other e-commerce platforms towards smaller and out-of-home service. The organization significantly conduct survey for their large number of retail customers to understand the areas of improvement and strengths. In short, Unilever plc provides a brand range of services and products towards a diverse customer base.

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Informational and communicational technologies

“Information and Communication Technologies (ICT)” have significantly revolutionised the way people and professionals can effectively collaborate and work (Patel, 2023). Some of the key technologies that people professionals can adopt mainly involve talent acquisition software, cloud technology, different social media platforms, digital workspace and other technologies. Through this talent acquisition software, people professionals can streamline the recruitment procedure by properly automating the job posting, candidate assessment and applicant tracking. Cloud technology can allow people professionals to access data besides applications anywhere and facilitate collaboration and remote work. Platforms such as Twitter, Facebook and LinkedIn have become vital for business networking specifically for people professionals (Ruparel *et al.* 2020). These platforms can be utilized for different purposes such as employee engagement, employer branding and recruitment as well.

This mentioned technology can significantly improve collaboration and working practice in several ways involving improved collaboration and communication, productivity and efficiency, data-driven decision making and increased employee experience. Digital communication tools such as chat platforms beside project management can effectively allow better collaboration, knowledge sharing and other kinds of factors (Borissova *et al*. 2020). The information and communication tools can significantly assist in automating routines and tasks decreasing the overall time spent within the administrative work and allowing the people professional to focus on the different strategic tasks. Technologies such as social media platforms and digital workspace can increase the employee experience by adopting a culture of engagement and collaboration. Hence, it can be stated that ICT has the potential to adequately improve the quality, effectiveness and efficiency of HR professionals. Implementing those technologies, Unilever plc UK can significantly get several numbers of advantages.

Organizational culture in organizational settings

Organizational culture is generally defined as a combination of language patterns, actions, symbols, norms, values, assumptions and beliefs shared by all members within an organization. It is an overall system of shared beliefs, values and assumptions that govern how individuals behave within an organization (Azeem *et al.* 2021). These shared values had a strong encouragement among the individuals within an organization and it helped to direct how to perform and act within their jobs. Each and every organization significantly maintains and develops a unique culture which gives boundaries and guidelines for the overall behaviour of organization members. Besides, there are a significant number of reasons to foster an adequate and effective workplace culture. The reasons mainly involve employee well-being, employee engagement and long-term job satisfaction. A positive work culture can effectively provide a significant impact in an individual’s well-being (Mutonyi *et al.* 2022). It can further provide an impact on the organization’s bottom line effectively leading to lower productivity and high turnover.

In contrast, the employees working in companies which had a positive work culture are more productive, happier and healthier. Workplace culture significantly shapes the worker's collaboration and engagement besides overall job satisfaction which drives the necessity of the whole organization. Workplace culture is also a vital element when it comes towards long-term job satisfaction (Aboramadan *et al*. 2020). A poor workplace culture could negatively affect an individual's well-being. It can further impact an individual's organization’s bottom line. In short, adapting an effective and appropriate workplace culture is vital and it impacts the satisfaction and well-being of employees.

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Structure, system and culture of an organization

Organizations are often observed as a whole system and concepts which suggest that an organization is greater compared to the sum of its own parts. This significantly fosters the interconnected nature of the firms. In this regard, different aspects such as structure, systems and culture are all significantly interconnected in the organization (Khan *et al.* 2021). Structures refer towards the formal work system and authority relation which significantly determine how the managers and employees would work together. The systems are the structured framework and different procedures that an organization utilize to achieve, manage resources and operate its objective. Lastly, the culture is a set of shared assumptions, values and beliefs which significantly encourage everything from daily procedures to top-level strategic decisions (Syakur *et al*. 2020). These three elements are effectively interconnected to each other and provide a significant impact on a business performance level on a higher level.

People professionals play a significant role within this whole system and their work has an effective impact on the organization. People professionals can encourage the organizational culture and properly make it successful, sustainable and adaptable over a longer time (CIPD. 2021). People professionals can also assist in developing the organization by strategizing the processes within three fundamental ways involving scalability, agility and identity. People professionals are a vital driver of competitiveness and growth in any kind of organisation (CIPD. 2021). They can assist in retaining and attracting top talent and developing a positive workplace, mitigating and managing organizational risks.

Importance of planning and managing change in a workplace

Organizational change is a composite transformation which significantly takes place within an organization and it impacts in its overall processes, structures and systems. It's vital that those changes are effectively managed and handled for a numerous number of reasons. The reason mainly involves maintaining organizational effectiveness, reducing stress increasing employee retention, properly ensuring there is a successful change adoption, enhancing morale driving positive teamwork beside staying competitive. A well-planned change mainly involves effective communication and carefully considering the effect on employees (Jabri & Jabri, 2022). These changes can ensure that the organisation's effectiveness has been maintained properly. The unplanned changes could effectively damage the company's reputation and brand image. A carefully planned organizational change can significantly contribute positively to reducing employee stress that is naturally connected towards the transition phase. Through this effective planning, employees can increase their productivity, leading towards better organizational productivity. Managing and effectively handling a successful organizational change can enhance morale among workers and drive a positive working culture and teamwork (Holten *et al*. 2020). This specific factor can both positively and directly affect the quality of work and productivity. In summary, it can be stated that planning besides effectively managing organizational change is vital for maintaining organizational effectiveness.

Structure, System, and Culture of Unilever Plc

Unilever adopted a product-type divisional organisational structure, organizing around product categories such as personal care, foods, home care, and refreshment. The organizational structure encourages the advancement of innovations and resilience to address the diversified market needs. The corporate executive team monitors functions such as finance, research, and supply chain, fostering the overall efficiency of the organization (binti Tsuraya et al. 2023). The primary characteristics of Unilever's organizational structure involve Product Type divisions and corporate executive divisions. It also contains geographical divisions that are less emphasized. The executive team in Unilever’s organizational structure involves the Chief Executive, Human Resources, Supply Chain, Refreshment, Finance, and much more (Iglesias et al. 2023). However, the organisation's limited assistance for regional strategic implementation marks a loophole in its structure.

Unilever is implementing numerous cutting-edge tools and technologies that involve, AI (Artificial intelligence), Big Data solutions, Blockchain, Cloud Computing, and the Internet of Things to enhance overall efficiency and

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stimulate the process of product development (Laursen et al. 2023). The organisation closely monitors the emerging changes in terms of system adoption and aligns its implementation strategy according to that. Recently, Unilever has been involved in various effective technological partnerships and collaborations, that increase the company's technological development. The company extensively invested in cutting-edge equipment over the passing years. Unilever’s partnership with VTEX, a renowned developed e-commerce platform, to provide digital distribution services in Spain (dos Reis et al. 2020).

Unilever maintains an organisation culture for performance, which highly concentrates on the output of the employees. The prevalence of the corporate culture determines the required output and the viability of the resources. The organisations culture is marked by certain characteristics, that involve, thorough dedication to performance, quality, and efficiency. Unilever embraces success rooted in its corporate culture, which encourages excellence and innovation. The culture, evident through the organization's history, inspires employees' dedication and commitment toward organisational betterment. The organisation extensively fosters its internal procedures, which involve the development of the HR, and its mission and vision ethos with the operational activities.

Importance of Planning and Managing Change in a Workplace

Unilever's change management initiatives have yielded numerous positive outcomes across various facets of its operations. Notably, the implementation of the Sustainable Living Plan has been instrumental in driving the company's sustainability efforts. This comprehensive plan has led to significant achievements, including the elimination of non-hazardous waste sent to landfills from its factories and a substantial 46% reduction in greenhouse gas emissions per ton of production by the year 2020 (Bagga et al. 2023). Over the financial aspect, Unilever extensively concentrated on the transition of its portfolio and a comprehensive acquisition has cascade immense importance. In the year 2020, the company registered a noteworthy margin of 1.9 percent surge in the sales growth and a 2.4percent increment in the operative profit margin, showcasing the entire effectiveness of the firm. The company made strategic and mass investment in various digital tools and techniques to transform the industry and facilitate economic growth. The strategic planning and ideation help the company to sustain comprehensively in the emerging global commercial landscape.

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