IKEA's HR strategy.

Activity One – read the following paragraph paying attention to pronunciation and intonation.

IKEA is one of the largest furniture manufacturers and retailers in the world. The company is well known for its stylish and innovative designs. It was the pioneer of furniture that could be dismantled and packed flat, to allow ease of transportation.

IKEA's main strength is its committed workforce, which was often the source of the company's innovative concepts. IKEA adopted a positive approach toward human resource management. In the late 1990s and early 2000s, the company implemented several initiatives that promoted 'life balance' and diversity.

Initiatives related to flexible work design, comprehensive benefits, quality of work life, and employee training and development The prominent elements of IKEA's culture are diversity, openness, equality, cost consciousness, and competitiveness.

Activity Two :

1. Describe IKEA's work culture.
2. Explain some of the innovative human resource management practices adopted by IKEA.
3. Explain how IKEA promotes diversity.
4. Do you agree that IKEA employees have a good work life balence ?
5. How does IKEA encourage employee development.

Use the linking words on the next page :



Linking Words

Giving Examples :

For example
For instance
Namely

Adding information

And
In addition
As well as
Also
Too
Furthermore
Moreover
Apart from
In addition to
Besides

Summarising

In short
In brief
In summary
To summarise
In a nutshell
To conclude
In conclusion

Sequencing ideas

The former, ... the latter
Firstly, secondly, finally
The first point is
Lastly
The following

Giving a result

Therefore
So
Consequently
This means that
As a result

Contrasting ideas

But
However
Although / even though
Despite / despite the fact that
In spite of / in spite of the fact that
Nevertheless
Nonetheless
While
Whereas
Unlike
In th

