

**STUDENT BUSINESS PLAN PROJECT TEMPLATE**  
**PART 3: PEOPLE IN ORGANIZATIONS**

**CORPORATE CULTURE**

**What do you see as the “corporate culture” of your business? What types of employee behaviors, such as organizational citizenship, will you expect? How will you create this culture?**

*Hint: Refer to the discussion on employee behavior in Module 11 Outcome 2 for information on organizational citizenship and other employee behaviors.*

**LEADERSHIP PHILOSOPHY**

**What is your philosophy on leadership? How will you manage and motivate your employees day-to-day? How will your philosophy motivate employees?**

*Hint: Refer to the discussion on leadership in Module 10 Outcome 4 and 5 to help you formulate your thoughts.*

**JOB DESCRIPTIONS**

**Looking back at your organizational chart in Part 2, briefly create a job description for each team member.**

*Hint: As you learned in Module 10 Outcome 5, a job description lists the duties and responsibilities of a job; its working conditions; and the tools, materials, equipment, and information used to perform it. Imagine your business on a typical day. Who is working and what are each person’s*

*responsibilities? (Note that if your business is very large, you should ask your instructor how many positions he or she would like you to create job descriptions for.)*

**JOB SPECIFICATIONS**

**Next, create a job specification for each job, listing the skills, credentials, and qualifications needed to perform the job effectively.**

*Hint: As you write your job specifications, consider what you would write if you were making an ad for the position. What would the new employee need to bring to the job in order to qualify for the position? Module 15 Outcome 2.*

**Insert Job Title #1:**

**Insert Needed Skills/Credentials/Qualification for Job:**

**Insert Job Title #2:**

**Insert Needed Skills/Credentials/Qualification for Job:**

**Insert Job Title #3:**

**Insert Needed Skills/Credentials/Qualification for Job:**

## TRAINING EMPLOYEES

**What sort of training, if any, will your employees need once they are hired? How will you provide this training? When and where will you provide training?**

*Hint: Refer to the discussion of training in Module 15 Outcome 4. Will you offer your employees on-the-job training? Off-the-job training? Vestibule training?*

## COMPENSATION

**A major factor in retaining skilled workers is a company's compensation system—the total package of rewards that it offers employees in return for their labor. Part of this compensation system includes wages/salaries. What wages or salaries will you offer for each job? Why did you decide on that pay rate?**

*Hint: Refer to Module 15 Outcome 4 for more information on forms of compensation. You may also want to check out sites like [www.salary.com](http://www.salary.com), which includes a salary wizard you can use to determine how much people with different job titles are making in your area and across the United States.*

## INCENTIVES

**As you learned in Module 15, incentive programs are special programs designed to motivate high performance. What incentives will you use to motivate your workforce? Be specific.**

*Hint: Be creative and look beyond a simple answer, such as giving pay increases. Ask yourself, who are my employees and what is important to them? Refer to Module 15 for more information on the types of incentives you may want to consider.*