

# „Google knows how to do it“



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# Introduction

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This paper includes brief introduction of Google, its products and services and how Google makes money. Further in this work we deal with HR policy, which is crucial to this company and its success, and we mention main principles and values which help to manage developing and prosperous company like Google.

# About Google

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- Founded in 1996 by two students
- Since the search in one language it created many products and services including web applications in several languages
- Nowadays is Google one of the largest company with workplaces all around the world
- The great example how to do the Human Resource Management

# How Google attracts the best ones

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- Google was placed on the top positions in “ 100 Best Companies to Work for” list
- Google incredibly well cares for its employees
- Google also includes unique working environment

# How Google attracts the best ones

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*Best Companies develop their own unique cultures in which employees are able to say "I trust the people I work for, have pride in what I do, and enjoy the people I work with."*

# How Google attracts the best ones

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## **Credibility**

- Company-wide get-together
- Question and Answer section
- Internal e-mail lists

## **Respect**

- Educational programmes , covered by Google
- Take-away food

# How Google attracts the best ones

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## **Fairness**

- The Founders Awards
- Program for recruiting people with disability
- School programs for girls

## **Pride**

- „Googlers“

# How Google attracts the best ones

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## **Camaraderie**

- Friendly work environment
- Googlers can feel like being at home



# Recruiting in Google

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- „The Recruiting Machine“
- Does not look for people with particular skill or plenty of experience
- Hire smart and excelled ones
- Series of different interviews

# Conclusion

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- Tries to meet all the needs of its employees
- Incredible benefits and opportunity to participate in the development
- Google can really attract and recruit the best ones
- “American Dream”

# Sources

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