

Cultivation And Resiliency of The Leadership and Management of The Employees and Its Stakeholders Through the Effective Communications in Recognizing the Pastries Business in The Market Industry

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Abstract: - Communication is vital in the operation of any organization. Without proper communication the success of the organization is at stake. An organization involves individual that have different behavior and by the aid of proper communication will overcome the differences. Pastries business is not exempted in this area. Leadership can be an aid in performing the maximum potential of the individuals working in the company. Effective communication can connect the individuals to help one another to increase their efficiency and make greater output.

Key Words – *Leadership, Market Industry, Communications, Trainings, Seminar, Team building.*

I. INTRODUCTION

Lelen's Pastries is a food processing company that produces and sells pastries such as tarts, brownies, and other treats. With over 20 product lines, these are sold at selected supermarkets, grocery stores, and bakeshops from Tarlac up to Cavite. The place where the products are produced is located at City of San Fernando, Pampanga.

What started out as a hobby has thrived into a family business over the years- providing its growing numbers of clientele home-made goodies guaranteed to satisfy the palate. It was in 1982 when the owner's mother, established Lelen's Pastries with the help of her daughters, through the prodding of their friends who were delighted to taste their mouth-watering sylvanas and chewy brownies. Orders started pouring in as relatives and friends, by word of mouth, began to vouch for the heavenly goodness of their pastries.

Several years later, after graduating from college, the eldest decided to concentrate on their flourishing business. She bought one commercial oven and took baking lessons with Henry Sison, a well-known culinary arts practitioner. Using her innate talent in baking, and enhanced by further studies, she began to concoct pastry recipes that instantly became a hit. The result was overwhelming and phenomenal as her clientele began to soar.

To expand her market, in 1996, she started distributing her products in Pampanga through pasalubong outlets in bus terminals and public markets. Soon after, she invaded the neighboring province of Tarlac by making her products available in gasoline stations, bus terminals, pasalubong outlets and Cindy's stores. Her biggest break came in year 2000 when she was given an opportunity to supply her products to SM branches in the NCR.

Today, with over 20 products, Lelen's employs 28 dedicated people to meet the increasing demand of its market. The company supplies 40 major retail outlets including supermarkets, convenience stores, pasalubong outlets, and delicacy stores.

The researchers want to determine how to effectively cultivate the resiliency of leadership and management among

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employee's and stakeholders through trainings, team buildings, and effective communication in order Lelen's Pastries will eventually recognized in the market especially now they already have a total of 40 retail outlets all over Pampanga, Tarlac, and NCR. The objective of this paper is to maintain the good leadership, trainings, and team buildings on how to lead the Lelen's Pastries together with its employees and stakeholders in to success in the market industry in the future.

The leadership and Management of Lelen's pastries among its employees and stakeholders through the proper communication and trainings of the managers, employees, and it's stakeholders.

The Leadership and Management of the Lelen's Pastries will specifically:

- Identify the proper effective communication of the manager, employees, and stakeholders.
- Utilize all available trainings, seminars, and team buildings to actively be us one organization to develop each and every one the goal of the organization.
- To be recognized in the market industry, increase profit and reduce costs.

The Leadership and Management of the Lelen's Pastries will specifically Eliminates:

- Gender Differences in the workplace
- Poor Communication to the employees and to its stakeholders
- Lack of training and unity to the employees

The study is relevant because it will help the researchers identify the proper effective communication of the manager, employees, and stakeholders. It will strengthen and utilize the cultivation and resiliency of leadership and managing its employees and stakeholders through the proper communication of the employees and stakeholders, resilient trainings, and cultivating developments of telecommunications and technology of lelen's pastries to be recognized in the industry. Thus, to give way to a more effective and efficient use of available resources, it will eliminates the gender differences in the workplace. Thus, Poor Communication to employees and to its stakeholders will not take over, it will enhance the proper communication. Moreover, lack of proper trainings and unity to the employees will not be applicable. Furthermore, provide both a written and oral communication to ensure the effective

communication on both employees and stakeholders that all the process is effectively coordinated and makes all processes much easier to the employees and stakeholders. A leadership model designed to eliminate problems, remove waste and inefficiency, and improve working conditions to provide a better response to customers' needs.

This study focus only on the cultivation and resiliency of the communication of the employees to its stakeholders in recognizing the Lelen's Pastries in the market industry.

The results and conclusion of this study are purely based on gathered and analyzed data. Proposed solutions based on findings and application of leadership and management concepts was not validated through implementation due to time and financial constraints.

- Meeting weekly and giving opinions of the Manager and Retail Managers will be considered in this study. Thus, invitation for the stakeholders together with the manager and the retail managers will also be conducted in this study. This will take for a maximum of 3 hours during working hours. Furthermore, unusual business proposals will also take place in this matter if necessary.
- The Human Resources will be responsible for organizing team buildings, Trainings, and seminars for all the employees to strengthen the communication, planning skills, motivation, and collaboration of the organization.
- The Collaboration of the Telecommunications and Sales Team will be present for the multimedia graphics, communications to the stakeholders, networking devices connected to the employees and stakeholders, and the marketing strategy to be recognized in the food retail industry considering also increasing profit and reducing cost.

Communication can be formal, informal, internal, or external. Within an organization, it is important to develop a healthy and beneficial communication process. Effective communication is the key to achieving long-term success. Workplace communication is the exchange of information between employees in a work environment. This includes face-to-face conversations, emails, chat messages, videoconferencing, phone calls, and other methods used to convey information in the workplace. Nonverbal communication like eye contact, body language, and tone of voice are also important aspects of workplace communication.

Why is communication important in the workplace? Good communication in the workplace ensures employees have the information they need to perform well, builds a positive work environment, and eliminates inefficiencies. Effective communication should accurately convey information while maintaining or improving human relationships. Miscommunication has real consequences for a business. A survey conducted by Expert Market found that 28 percent of employees listed poor communication as the reason why they weren't able to finish projects on time. Miscommunication costs businesses with at least 100 employees approximately \$450,000 or more a year on average.

Workplace communication starts at the individual but doesn't stop there. Work culture, technology, and protocols can all play into how effective communication is in your workplace. How to improve communication in the workplace? (1) Work on individual communication skills communicating effectively with coworkers is key to having a positive experience at work. If you're trying to bolster your communication skills as an individual, here are a few things to keep in mind as you interact with coworkers: a.) Pay attention to nonverbal cues. Tone and body language can convey a lot that words don't. As you're speaking with somebody, pay attention to your tone and body language and your partner's. Tone can be harder to discern in text-based communications. If you struggle to understand somebody's email or chat communication, suggest an alternative method such as video conferencing or meeting in person; b.) Listen. Communication goes both ways. Practice active listening by internalizing what you hear and paying attention to the intent and emotion behind what you're being told; c. Provide constructive feedback. Being a part of a team means everybody's work should be respected. If you're providing feedback, keep a balance between what's working and what can be improved; d. Participate in meetings. Come to meetings prepared by reviewing the agenda or previous notes to understand what's being discussed, and start thinking about how you can contribute. Pay attention to what's being said, take notes if you need to, and ask relevant questions. (2) Understand which method to use. Not every issue deserves its own meeting. When you have something to communicate, consider its importance, urgency, and complexity, and pick the right channel accordingly. Have a simple team reminder? A quick group message or email can get the point across. Need to learn or teach somebody how to use a tool? A face-to-face meeting might be the better method. It can be a good idea to establish team-wide practices about when to use which channel of communication. If your workplace needs some technological

updates, consider approaching your manager to see if the organization is willing to invest in some. Plenty of chat platforms, email providers, and video conferencing tools can significantly improve communication flow. (3) Make meetings efficient. Research indicates that only 50 percent of time spent in meetings is considered a good use of time by attendees. The good news? There are probably several ways to improve how meetings are run in your organization. Set an agenda and goals for each meeting. Try to avoid recycling agendas; Send out the agenda and other materials that will be discussed, such as presentations, to the team ahead of time, so people have the chance to review them; Only invite people who need to be invited; Consider if a meeting is the best way to communicate something in the first place; Cancel a meeting if it doesn't need to happen; Make sure technical equipment is functioning ahead of time; Start and end meetings on time; Share out meeting notes afterward; (4) Create an open culture. Creating a trusting environment is key to good communication in a workplace. People should feel comfortable voicing concerns, asking questions, and contributing their ideas. (5) Schedule regular one-to-one and team meetings. Recurring meetings can give space for employees to bring up concerns they otherwise wouldn't know when to bring up. If they aren't already, suggest setting up one-to-one meetings consistently with your direct supervisor (or direct reports). Consistent team meetings can also allow team members to share concerns more widely and solicit input from others.

Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen. Effective leadership comes down to people. It is about the ability to successfully engage and maximize all human resources for the attainment that vision. In keeping with this idea that leadership is about people, there are 6 qualities of leadership starting with the letter P: Principles - You have to have a moral compass as a leader. It starts with basic beliefs and values. It's important to make clear to the people in the organization what those are, so you're transparent. They have to be consistent with the values of the organization, or there will be a problem. Perspective - That's an ability to dream, visioning that leads to strategies. It starts with a broader view of the world you live in. It's about value to the consumer. Passion - It is not style. There are a lot of different styles -- charismatic, quiet, confident. But it all comes down to this motivating sense of commitment to what you do. Vince Lombardi said "the difference between success and failure is energy ... fired with enthusiasm." Perseverance - That's sticking with it through the good times and the bad times -- mostly the bad. It means picking

yourself up every day to go after it. Plan – It's great that you have a dream and a vision but how are you getting there? If people see that you have a passionate purpose but get the feeling that there's no way you'll get there, how likely are they to buy into it? Not very to say the least. Build a plan and use it. Partnerships - Seek co-operative working relationships both internally between functions and externally with suppliers and customers. Seek to use teams, not individuals. Seek to build trust. Create win-win solutions.

II. METHODOLOGY

This study will utilize the descriptive type of research because it defines the characteristics of a particular phenomenon without necessarily investigating the causes that produce it. In this research it describes how should be the proper communication of the manager and employees to its stakeholders, and the trainings, seminars, and team buildings that should be provided by the organization and who are the responsible persons assigned so that the Lelen's Pastries will be easily recognized by the market industry in the future.

2.1 Effective Communications Conceptualization

The gathered information from the interview and the related studies and literature were used to come up with the Effective Communications which can be used by the company in strengthening the effective communications of the employees and its stakeholders to easily recognize the Lelen's Pastry in the industry.

2.2 Interview & Data Gathering

The researchers, through practicum, observations, interviews and dialogue with the owner, obtained and identified the Six (6) P's of leadership namely: Principles, Perspective, Passion, Perseverance, Plan, and Partnership. The investigation included the number of retailed managers together with other employees, number of stakeholders, telecommunication tools and advertisement, and the trainers for the trainings and seminars.

Currently, Lailen's Pastries retailed outlets are 40 and with 28 employees.

2.3 Effective communications Translation

Gathered data were analyze in the formulated and conceptualized Effective Communications to come up with a unique 6P's Leadership Model for Lelen's Pastries. The 6P's of leadership model enables you to optimize the success of attention through grabbing promotions, attract customers by

creating a visually appealing presentation, and identifying people to improve marketing success

Moreover, it will also optimize processes that unnecessarily drain your organization of valuable resources and hurt its reputation. It also drives cost containment and frees up intellectual capital to widen the gap leaving your competition behind.

Effective Communication improves the sales of the Lelen's Pastries by Making things scalable, leading the organization in creating standard processes that are easy to learn, operate, and enhance in order for the business to grows faster. Re-allocating valuable resources, Reclaiming resources and revenue from newly streamlined processes in order the resources to be more accessible to grow in the business.

Through Trainings, Seminars, and Teambuilding improves the effectiveness of your organization by Defining customers and identifying customer requirements, Understanding who the customers is and what is important to them enables the researchers to concentrate efforts where they add the most value. Measuring and Improving what customers care about, Measuring what customers value most helps the researchers target improvement efforts to elevate the customer's experience.

Furthermore, it supports the creation of efficient and effective processes. Achieving operational excellence allows the Lelen's Pastries to deliver more products and services to a growing audience of increasingly satisfied customers.

Model Conceptualization:

The formulated model for this study is given below:

Let x_i = the number of i to be produced in any given day.

Where i = round tarts (1), boat tarts (2)

$$Z = \text{Profit}$$

$$\text{Max } z = \sum_{i=1}^n \pi_i \cdot x_i$$

where π_i = profit earned in producing product i

Constraints

Manpower Capacity

$$\sum_{j=1}^m \sum_{i=1}^n P_j \cdot x_i \leq A$$

$$j = 1 \quad i = 1$$

where P_j = processing time of manual process j in producing i
 A = total number of workers times number of seconds worked for the entire period.

Oven Capacity

$$\sum_{j=1}^m \sum_{i=1}^n O_j \bullet x_i \leq B$$

where O_j = processing time of oven process j in producing i
 B = total number of ovens times the number of seconds available for operation for the entire period.

Stove Capacity for Round Tarts

$$\sum_{j=1}^m S_j \bullet x = C$$

where S_j = processing time of cooking process j in producing round tarts
 C = total number of stoves times the number of seconds available for operation for the entire period.

Jacketed Steam Capacity for Boat Tarts

$$\sum_{j=1}^m Z_j \bullet x = D$$

where Z_j = processing time of cooking process j in producing boat tarts
 D = total number of jacketed steam times the number of seconds available for operation for the entire period.

Cooling Capacity for Round Tarts

$$\sum_{j=1}^m V_j \bullet x = F$$

where V_j = processing time of cooling process j in producing round tarts

F = seconds available for operation for the entire period.

Cooling Capacity for Boat Tarts

$$\sum_{j=1}^m W_j \bullet x = F$$

where W_j = processing time of cooling process j in producing boat tarts

F = seconds available for operation for the entire period.

all x_i 's ≥ 0 (non- negativity constraint)

all x_i 's are integers

III. RESULTS AND DISCUSSION

After generating the effective communications and the training needed by the organization, the Lelen's Pastry will be easily recognized in the industry. Thus, with the help of the retailed outlet managers, employees, and stakeholders this will strengthen the continuous success leading to the food retailed industry. Finally, conclusions will be made about the Lelen's Pastries and further recommendations will also be stated. Thus the communications, trainings, and feedbacks will maintain its system and road to perfection of process for the success of the Lelen's Pastry in the growing years to come

This means that the company will be able to produce about 3,168 pcs of Round Tarts and 1,527 pcs of Boat Tarts to yield at a realizable profit of Php 7,836.00. This solution also gives us other reports such as the sensitivity analysis.

Based on the results of the Sensitivity Report and Limits Report, it can be seen that some constraints are binding. That is, they have a 0 slack value compared to the other constraints. This means that the resources in these constraints were fully utilized compared to the others. These constraints are the 'oven capacity' and the 'cooling capacity' for Round tarts. It only shows that the ovens are fully utilized unlike the other resources. This implies that if the company wishes to increase its capacity further, it should purchase additional ovens. There is no need to increase other resources such as manpower, stove

and jacketed steam since there is a slack value in them. However, they must also be looked into once the management of Lailen's Pastries wishes to make a substantial increase in its production output.

The Limits Report also tells us that the production of round tarts can take the value of 1,018 pcs up to 3,168 pcs assuming everything is constant, that is, holding all others fixed at their current values. If the company produces lower than 1,018 pcs, then the solution will not be feasible. Moreover, it will be impossible as well to produce more than 3,168 pcs since resources are not enough.

IV. CONCLUSION

On the basis of cultivation, resiliency, effective communications, and trainings, based on the gathered data presented and interviews, the researchers were able to cultivate the effective communications and trainings needed by the organization to be conducted to strengthen and to aim the goal of the study. This study will be a big help to Lelen's Pastries for the future growing team to be easily recognized in the food retail industry.

Recommendations:

For the next part, analysis of the type of leadership age may considered. Leadership style of a millennial generation and generation z or genz may take to account to see the different impact in leading the company.

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