

You are a newly appointed Employee Relations Officer for 'Green Trends', a chain of garment stores in the Kingdom of Bahrain. Issues included delays in crediting of salaries as well as strict policies that punished poor performers with salary deductions. The brand is popular among the younger generation for selling eco-friendly clothing using organic cotton, ethical production techniques and for having a focus on recycling and a zero-wastage philosophy. Green Trends has stores across the country in Manama, Hidd, Muharraq, Juffair and Riffa. Staff also felt stressed due to continuous monitoring of their movements in the stores using CCTV cameras. Some of the store managers were being accused of discrimination in assigning job roles and promotions for better pay. The turnover rate of sales-persons was very high across the outlets in Bahrain. You are expected to develop and maintain a culture of trust by aligning the management strategies with the needs of the staff. You will be involved in dealing with employee conflict and dispute issues to resolve or minimise them. After joining the head-office in Manama, you found there were some major staff issues that needed to be resolved. On the other hand, the managers complained that some staff were not. The data showed that more than 55% of new sales-staff who joined Green Trends, usually quit their jobs within less than an year. During exit-interviews you found that the staff felt their concerns were not being heard by the management.