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### **Creating a Competitive Advantage Through Its People Resources**

Companies compete in the modern business world by making different strategic moves to have a higher competitive edge. Such an initiative aims to create a clear difference that is valuable to the customers, which also needs to be unmatched by the competitors (Linton para 1). According to Amadeo, a competitive advantage is that vital element that makes an entity's goods and services superior in the entire market (para 1). The same term also serves as the strategy for both the organization's short- and long-term growth. Though there might be other ways to beat the competition, creating a compelling competitive advantage is the most viable solution for strategic growth.

The first recommendable step to create a compelling competitive edge is to offer quality training to the employees. The training should improve various weaknesses as employees gain new skills and grow on the old ones. Through quality training, employees become updated with the industry changes, update their technological awareness, manage to stay ahead of competitors, and advance their skills. Besides, such an approach is also vital for attracting new talent and creating opportunities for internal promotions.

Organizations across the world can create highly productive employees by offering them a proper education. For example, some nations such as Germany practice the apprentice scheme whereby students learn part-time and work. However, the primary challenge in most education systems is that students still lack to required employee skills upon completing their studies. Such a case is mainly due to the education systems being excessively theoretical, which forces companies to invest a lot of time and resources to equip the new

employees with the skills and procedures needed in the employment sector. Hence, through appropriate education systems such as apprentice schemes, students will gain the theoretical knowledge and skills required in their respective areas of specialization.

Further, employee engagement is another approach to create a competitive advantage through people. Applying this approach targets reaching out to the employees in an active capacity. For example, employee engagement may include introducing more opportunities for skills development, having reward systems, introducing staff exchange schemes, increasing employee exposure, and keeping the workforce motivated. Further, employee engagement motivates the workforce to attain the organizational goals, leading to loyalty and reduced staff turnover.

Again, work-life balance is another viable approach to create a competitive advantage through people. Such measure exclusively aims at enhancing employee satisfaction. The workforce will have adequate time to handle personal issues and concentrate on their jobs without any distractions. A work/life balance leads to improved organizational performance, profitability, and innovation. Besides, a work-life balance makes the employees feel they are in control of their daily duties, which eventually leads to better productivity, reduced absenteeism, and improved health and well-being of the workforce.

To summarize, building a competitive advantage is the key for any business to stand out in the current challenging market. Any company can achieve a competitive position by investing in the employees since they are the ones that directly interact with the customers. Some recommended steps for creating a competitive advantage through people include offering quality training, utilizing appropriate education systems, engaging employees, and enhancing work/life balance. Through such sustainable measures, businesses will be able to make both short and long-term investments. Eventually, the outcome will be a highly skilled workforce, the development of a self-motivated workforce, and reduced employee turnover.

Therefore, the key to achieving sustainable competitive advantage entails engaging the workforce and improving employee relationships.

### Works Cited

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