CULTIVATING CORPORATE CULTURES

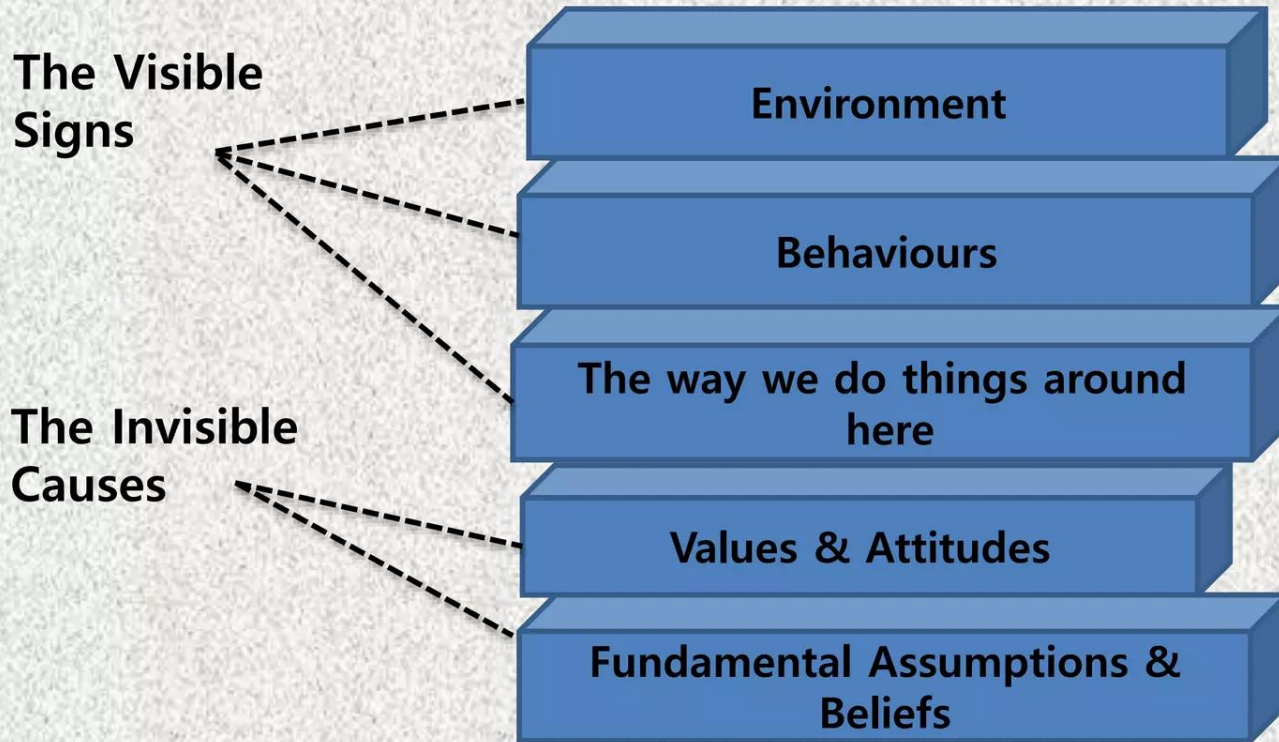# What is Culture?

CULTURE, is a design for Living: The values, beliefs, behavior practices and material objects that organize people way of life and living.
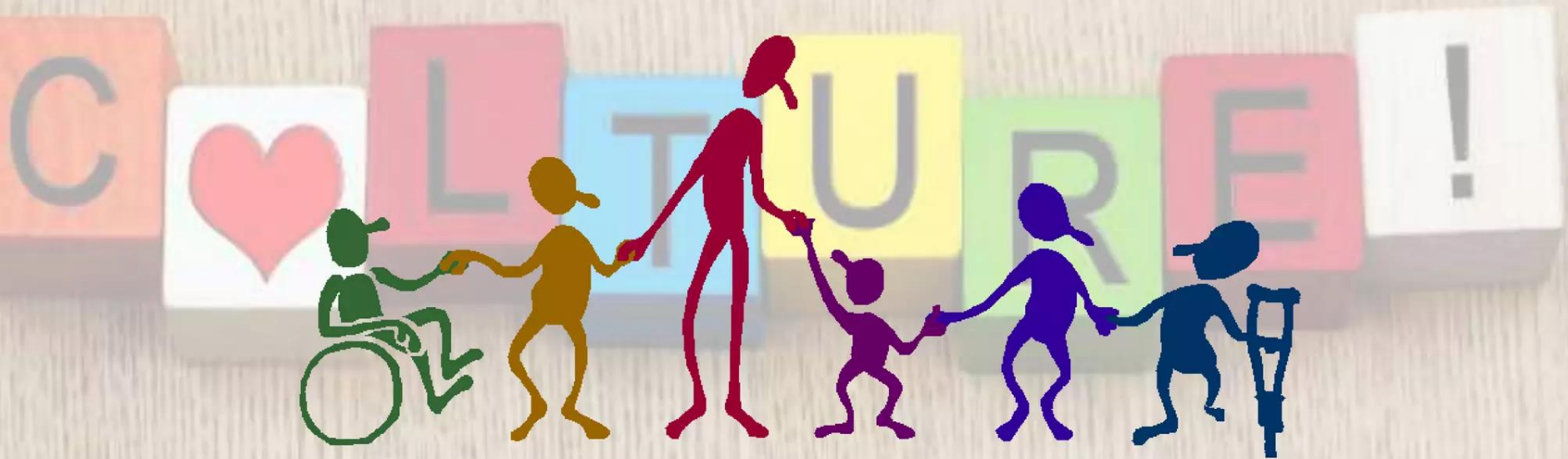
It is a bridge to the Past as well as a guide to the Future

Cultural Comparison

The Visible Signs

Environment

Behaviours

The way we do things around here

The Invisible Causes

Values & Attitudes

Fundamental Assumptions & Beliefs

Types of Culture

Material

Non-Material

Material Culture

The physical or Tangible (See or Touch) that members of society makes, use and share

Ex: Mobile Phones, Raw Materials etc..

Non Material Culture

The abstract or intangible human creations of society that influences people behavior

Ex: Language, beliefs, values, rules of behavior, family patterns & Political system

What is Work Culture?

When your work culture is strong, most people in the group agree on the culture. When your work culture is weak, people do not agree on the culture.
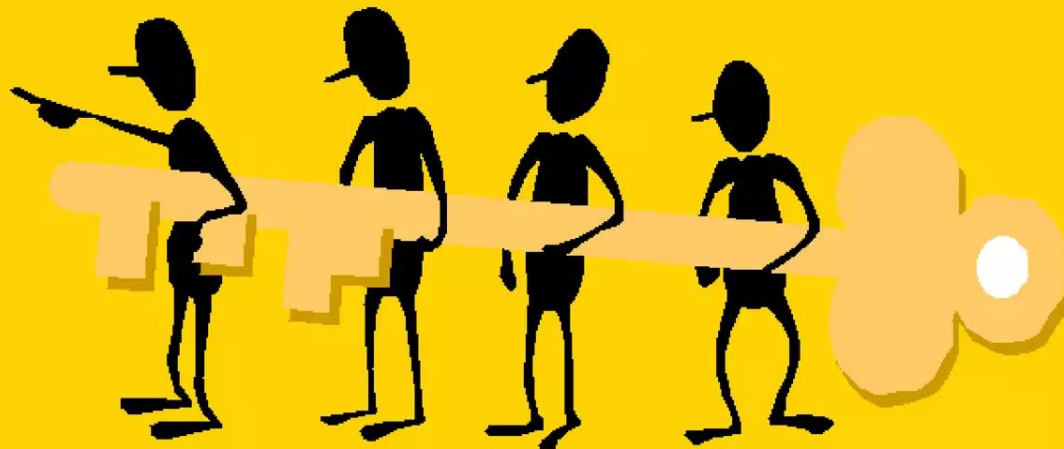
Sometimes a weak culture can be the result of many groupings, or the shared values, assumptions, and behaviors of a subgroup of the organization.

What is Corporate Culture?

"Culture is not about perks and parties. It's about what you believe and how you behave."

A set of shared beliefs, values and practices...

Organizational Culture Means

- The values and behaviors that individuals in the organization exhibit and the meanings that people attach to their actions

- Includes values, visions, norms, systems, beliefs & habits, attitudes, written and unwritten rules, interactions with outside world and future expectations

- Shown in the way the organization conducts its business, treats employees, volunteers, clients, and the community

- Affects productivity, performance and interactions

Why Corporate Culture is Important?

The **culture** refers to the values and attitudes of employees in the business or **organization**. ...
A healthy **corporate culture** values each employee in the **organization** regardless of his job duties, which results in employees working as a team to meet the **company's** and their own personal needs.

Organizational Culture Levels

Organizational culture exists at two levels

- **Observable symbols**
- **Underlying values**

**10% of Org Levels
(Hard Facts)**

**90% of Culture Levels
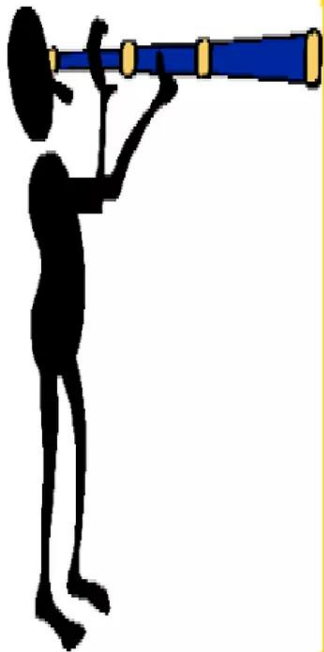(Soft Facts)**

The Iceberg Illusion (One side of the Iceberg)

Observable symbols
(What People See)
- Stories
- Slogans
- Dress
- Physical Settings

Underlying values
(What People don't See)
- Assumptions
- Beliefs
- Attitudes
- Feelings

The Iceberg Illusion (Other side of the Iceberg)

People see this as "Success"

What really happens

Risks
Focus
Goals
Persistence
Failure
Massive Action
Sacrifice
Habits
Hard work

Development and Purpose of Culture

Provides sense of organizational identity

Two critical purposes in organizations:

1. To integrate members so they know how to relate to one another

2. To help organization adapt to external environment

Internal Integration	Collective identity and know how to work together
External Adaption	How the organization meets goals and deals with outsiders

Culture Strength and Subcultures

- **Culture strength** is the degree of agreement among members of an organization about specific values

- **Subcultures** reflect the common problems, goal, and experiences of a team or department

Different departments may have their own norms

"Your company's culture and your company's brand are really just two sides of the same coin. Your culture is your brand."

Culture happens whether you plan it or not...
Why not create a culture you love...

"Let's make the company we always dreamed of.
Let's create a company that will be a great place to be *from*."

Culture Exercise...

Describe the current culture within your organization or department,

What goes on in and around the organization?

What types of behaviors (good and bad) do you see?

What norms are exhibited?

Culture Exercise...

- **What elements of the current culture do you want to KEEP?**
- **What elements of the current culture would you like to ELIMINATE?**
- **What elements would you like to ADD?**

Keep	Eliminate	Add
Team approach – willing to help out even if not my job	Unwillingness to share information	Flexibility/flex time
Safe work ethic	Rumor mill	gym
Self improvement	Union fear	Option for benefits
Cross training	Lack of accountability	potlucks
Focus on customer satisfaction	Excessive HR rules- dress code, mandatory hours,	Cool workspace
IT – up to date	Old building	Vision and direction
Quality products	Watching over…big Brother	accountability
Above and beyond	Complacency	Life long learning
Forever warranties		Better communication
Listening to new ideas – open minded to new things		Increased focus on customer satisfaction
		Rewards for job well done

What is Cultural Core Values?

- The core values of an organization are those values we hold which form the foundation on which we perform work and conduct ourselves.
- In an ever-changing world, core values are constant.
- Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, how we interact with each other, and which strategies we employ to fulfill our mission
- Core values are the basic elements of how we go about our work. They are the practices we use (or should be using) every day in everything we do.

Core Values - Examples

- **Professionalism**
- **Creativity/Innovation**
- **Customer Focus**
- **Teamwork**
- **Open Minded**
- **Integrity**
- **Strong Work Ethic**
- **Enthusiasm**
- **Dedication**
- **Creative Problem Solving**

- **Flexibility/Adaptability**
- **Respect**
- **Honesty**
- **Courage**
- **Trust**
- **Positive Attitude**
- **Passion**
- **Problem Solving**
- **Respect**
- **Accountability**