Cultural Transformation

Template

Research the cultural transformation journey that Microsoft has been through.

Identify the key elements of Microsoft’s current culture driven by Satya Nadella (CEO).

Answer the following three questions:

1. How has Microsoft’s culture transformed?
2. What are the key elements of the current culture?
3. What inspires you about Microsoft’s culture?
4. How has Microsoft’s culture transformed?

Even one of the most valuable companies on Earth knows how hard it can be to shift a culture.

Fortunately, by focusing on the science of memory and behavior change, Microsoft was able to reduce complexity and make lasting changes to how employees work day to day. The key was [embracing a willingness to change](https://neuroleadership.com/your-brain-at-work/growth-mindset-culture-master-class) and instilling a new set of habits that all employees could remember and adopt. These are two essential steps outlined in NLI’s new white paper, “How Culture Change Really Happens.”

1. What are the key elements of the current culture?

Microsoft Corporation’s organizational culture ensures workforce resilience and capability to address business needs in the dynamic market for computer hardware and software products. A company’s corporate culture refers to the values, traditions and behavioral expectations among employees. Microsoft uses its organizational culture to facilitate innovation and customer satisfaction. As one of the leading firms in the IBM PC-compatible operating system market, the company must maintain cultural characteristics that suitably promote innovation and high quality output. Microsoft’s long-term success partly depends on this .

1. What inspires you about Microsoft’s culture?

A great work culture is one that inspires each and every individual to bring their best efforts to the table each and every day. Teams that succeed in achieving this goal are more productive and more impactful in driving business success. Companies succeed or fail on the motivation of their employees, and with a workforce [looking for validation](http://www.businessinsider.com/workplace-culture-is-important-2013-1) in what they do, bringing that inspiration to life is key.

Last week at our annual flagship partner event, [Microsoft Inspire](https://partner.microsoft.com/en-us/inspire/), we got to see exactly what inspires our partners and our team members here at the Microsoft Partner Network. This video brings it all together and highlights why it is that we (and you) love what you do.