

What makes a great corporate culture?

1. Look at the list. Say which of the elements of corporate culture are important and which are not. Explain your answers.
 - dress code
 - regular feedback
 - strict working hours
 - teambuilding activities
 - company core values
 - learning and development
2. You are going to watch a video in which a Human Resources specialist shares eight lessons on how to build a great corporate culture. Look at the beginnings of three of the lessons and say how you expect them to end.

- The job of management isn't...
- Everyone in your company should...
- Every company needs...

3. Work in pairs. Watch the [video](https://youtu.be/iBa9EoEbb38) [https://youtu.be/iBa9EoEbb38] and take notes on the meaning of four lessons (Student A: lessons 1, 3, 5 and 7, Student B: lessons 2, 4, 6 and 8).

STUDENT A:

Lesson 1:

Lesson 3:

Lesson 5:

Lesson 7:

STUDENT B:

Lesson 2:

Lesson 4:

Lesson 6:

Lesson 8:

4. Decide which of the lessons in the video are the most/the least useful. Explain why.

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5. Replace the highlighted words and phrases with those in the box. Then, discuss the questions.

best practices

collaborative

equality

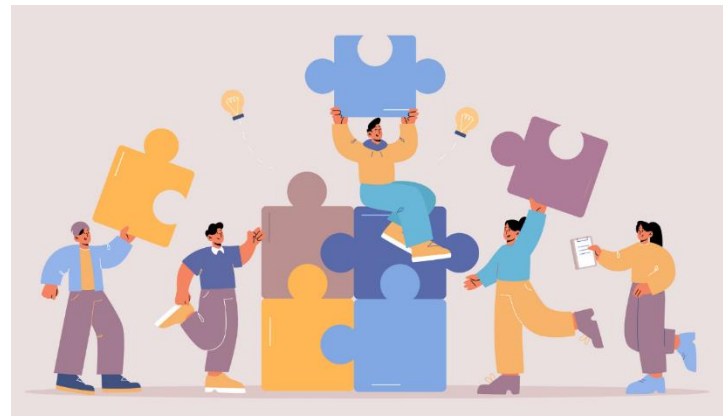
innovative

live out

morale

take a hard left

- a) How can a company leader assess whether **team spirit** is high or low?
- b) What are some **proven and effective ways** of motivating employees?
- c) Would you like to work for a company that is always ready to **change its direction**?
- d) How important is it that a company supports the idea of offering **the same rights and possibilities for representatives of different social groups**?
- e) What is a value that many companies rarely **bring to life**?
- f) What is more important for an employee:
 - to follow the company rules or to be **creative**?
 - to be productive or **able to work in a team**?



6. Read the statements. Choose one you can relate to. Explain why.

- a) **What I will never accept** in a job is working overtime.
- b) **It isn't** the lack of management that ruins businesses, it is the lack of discipline.
- c) **The only thing that** I consider irrational in my company is too many meetings.
- d) **The thing I hate the most** is overusing formal language at work.
- e) **It is** taking interest in your employees' work-life balance that makes a good leader.
- f) **Something I don't understand** is why my company promotes the wrong people.

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7. Using the beginnings provided, continue the statements with your ideas about corporate culture.

- What I will never accept... is...
- It isn't... it is...
- The only thing that... is...
- The thing I hate the most... is...
- It is... that...
- Something I don't understand is...

8. Read about four types of corporate culture. Comment on one or two types, using some of the phrases in the box.

What I dislike most about this culture is...

The one thing about the culture that I consider effective is...

The thing I wouldn't recommend to any company is...

What I find interesting about the culture is...

Clan Culture	Adhocracy Culture
The culture focuses on teamwork. Managers aren't bosses but advisors and guides. The borders between executives and employees are blurred. Such companies are ready to adapt to change.	Such companies are innovative risk-takers. They are focused on achieving big goals and have no fear of making mistakes. Creativity is encouraged, too.
Market Culture	Hierarchy Culture
The main goal is to reach profitability for the company. This implies striving for high results. The workers are expected to be winners and able to work under pressure.	These companies are traditional in their structure: management, executives and workers are separated. They are conservative in terms of rules and policies and focus on stability.

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- 9. Discuss whether the corporate cultures in ex. 8 would work for your company. If a corporate culture does not work for your company, say what kind of companies might want to adopt it.**