**4. Show how you would apply the ideas of chapter 12 to a real or hypothetical organization.**Corporate culture is a noun that is easily implied into all aspects of business. The difficult part of implementing a culture is having the actions and voices of employees reflect the culture set in place by the upper management or CEO. Every person in the organization has to have a moral basis that is consistent with the culture set in place for the company as a whole to be successful. The core values that a company wants to act has to be consistent with the culture of the company. The subcultures also have to be aligned with the corporate culture to be successful. The culture of a corporation has many other benefits that will help a company execute its strategy better. By acting on the values of corporate culture it can help the strategy of a company be executed to the fullest extent.

For an example of applying a corporate culture, a sports fitness nutrition company, such as one producing protein powders will be the model. I think this is a good model because there are more than fifty brands of protein that are listed on amazon. This wide diversity of brands shows just how competitive of a market this industry has. Also showing there are many different cultures and strategies that make each brand succeed or fail. The way organizations market their product and manufacture it are both aspects of business that are effected by corporate culture. Some companies will use gimmicks and falsities to gain as many sales as possible while others choose to be honest and satisfy the customer. There are positives and negatives of both however, each has its own culture different from the other. In this hypothetical organization one culture will have to be widely used across all aspects of the company. When starting or transforming a company the internal work climate must match the culture. The shared values, attitudes and beliefs are what would need to be analyzed in this company to get the best results.

A way to do this would start with the employees. Each employee would have to have the shared beliefs and values that shape a fitness minded company. The best employees would be involved in their own personal fitness and want others to be healthy as well. A wide range of fitness activities would be acceptable anything from yoga to martial arts would be considered as aligning with the values. I would want the employees to be dedicated to whatever form of fitness they choose and have it be of high importance. This way they would be able to accept the culture of the company and want to execute the strategy to their best abilities. The culture I would want to put in place is one that this organization produces the best fitness supplements for the best athletes. Every employee would have to believe they are selling the best quality fitness supplements and reiterate this anytime someone asked about the brand. I would want to institute a culture that the people who are manufacturing the supplements know when any quality problems arise with ingredients from suppliers to immediately report it to upper management. A very sensitive and quality focused group of employees would be ideal to maintain manufacturing at a high level. I would want the ethical standards of the company to be very high as well. As the CEO I would try to create a culture where the transparency of the products are very high. That means everyone would know exactly what’s in the ingredients and be able to faithfully tell our buyers. When employees don’t have to lie about what they are selling and truly believe in it, it changes their outlook on how they go about their job. They will have a sense of pride about the product and never feel as if they are doing anything negative. A culture must have a positive image to be successful because it allows the minds of the employees to be guilt free and enlightened with product knowledge. I would want the whole organization to be very open about sharing knowledge to show we want the best technology by any means. If a low level worker has heard of a new ingredient that will be of interest to the company, the upper level management can be contacted right away. The scientists working on new formulas would freely be able to interact with the marketing team to exchange information on what new innovations the company comes up with. The culture remains the same being that this is a fitness inspired corporation and the more care we put into a product the higher the satisfaction of the athletes using it will be. The culture of the company produces an open and transparent management construction so the employees can see and act on the same initiatives management does.

It is important to have an adaptive culture as well. We would have to be ready to adapt to any changes in the market if one ingredient was considered better than on we were using. Many companies will try to quickly change their product and have it at a lower quality than what it was before. An adaptable culture would allow our organization to better respond to a trend in the industry. The quality aspect of this culture would also allow the company to enter a new trend with a superior degree of quality and knowledge.

With the employees of the organization very involved in fitness themselves, it keeps them all involved in the industry and leads to better product innovation within. The peer pressure from the company also leads to better overall results from the sales, manufacturing, and research of the organization. This is because if sales is doing the best, it shows they have a better connection to athletes based on their marketing. If the manufacturing is doing best it shows they have the best grasp on the best ingredients that allow for a good price and quality of the product. Showing that they provide the best support for athletes. If the research team is doing best it shows their connection to athletes is the strongest. This is all an example of how the rooted culture and value of fitness is what provides the guidelines for the company and it allows everyone to perform their job with this in mind. I would want every employee to feel like their idea could be the next one that ends up on a package as the headline improvement that the product has made. A high level of importance must be placed on all employees so no one feels unimportant. This helps lead to an engaged workforce that produces high quality results.

At a corporation with a culture such as this would have many amenities provided to the employees to prove their dedication to fitness. It would have to have a great gym for all employees or provide everyone with a gym membership to an outside gym of their choosing. As well as offer subsidies for any fitness activity that employees wanted to partake in. At my current job, they offer to pay for your entry in an Annual 5k run and I think this is a tactic I would take up for this hypothetical organization as well. I would want our brand to sponsor as many fitness events as possible and be a name many see at the forefront of fitness. A fit CEO would be a good thing to have as well because he or she would be leading by example. All of these things play into the culture of the organization as well and reflect on the core values. I also think a company such as this would have subcultures that are still well aligned with the primary culture.

All of these attributes combined would allow for a company with a strong culture and commitment to fitness which I think would help it become very successful in the industry. Consumers would be able to look at this company and realize that it is trying to serve them best and that its mission is based on that. The transparency of this company would also allow a consumer to realize profits were secondary to quality and performance of the product. However having a culture like this also helps the company to make sales and profits because consumers are choosing a brand that align with their values of honesty, performance, and most of all, a focus on fitness.