# ORGANIZATIONAL CULTURE

KUSHAGRA AGARWAL – 18BIT0231

PRIYAL BHARDWAJ – 18BIT0272

Video Link: https://www.youtube.com/watch?v=2YNwX_NuFig
Drive Link: https://drive.google.com/file/d/1zmIlcdJKx5O6-lm7-0jgBkcVgh-aiNR5/view?usp=sharing

# AGENDA

**Item 1** — **What is Organizational Culture and Why is it Important?**

**Item 2** — **Creating an ideal Culture Code** – What is the current organizational culture and what do we want it to be?

**Item 3** — **Culture Converts** – Best Practices from the best of the best

**Item 4** — **The Culture Roadmap** – How do we get there?

# WHAT IS ORGANIZATIONAL 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…

# WHAT IS ORGANIZATIONAL CULTURE?

- 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 WORK ON CULTURE?

**Culture is to Recruiting as Product is to Marketing…**

Customers are more easily attracted with a **GREAT PRODUCT/SERVICE**

**But…**

Amazing people are more easily attracted with a **GREAT CULTURE**

*"CULTURE EATS STRATEGY FOR LUNCH EVERYDAY…"*

**Culture provides resilience in tough times and is more efficient than strategy**

*CULTURE TRUMPS COMPETITION…*

# THE OLD PARADIGM

## They operate as if

…money matters the most

…employees will always take advantage of the company

…vacation policies are the answer to work/life balance

…people need to be controlled with rules, policies and handbooks

…people should just be happy to have a job

# CULTURE

| 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 ARE 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.
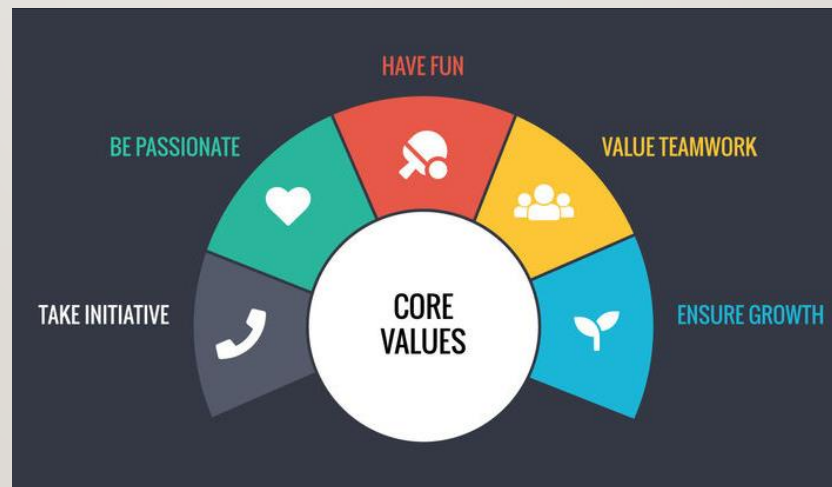
# CORE VALUES - EXAMPLES

- Professionalism

- Creativity/Innovation

- Teamwork

- Integrity

- Strong Work Ethic

- Enthusiasm

- Dedication

- Creative Problem Solving

- Flexibility/Adaptability

- Respect

- Honesty

- Courage

- Trust

- Positive Attitude

- Respect

- Accountability

# Facebook's 5 Core Values
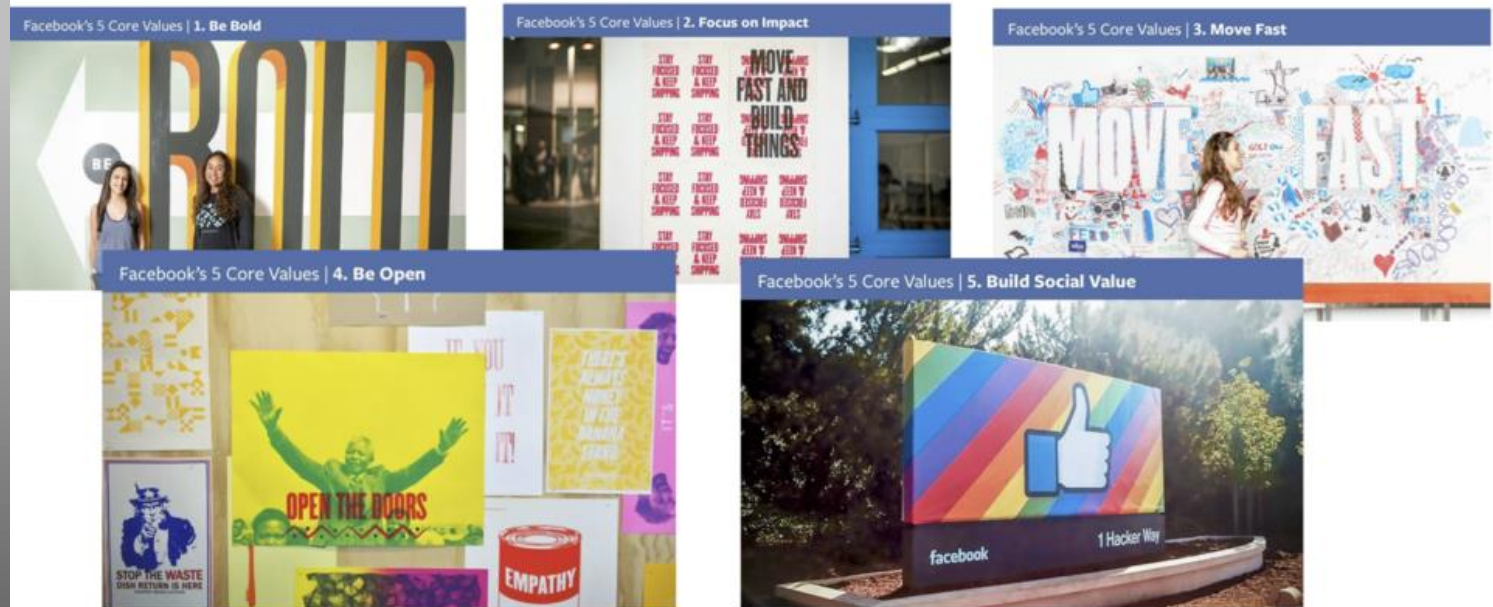


1. Focus on impact       2. Move fast       3. Be bold

4. Be open       5. Build social value

# THE CULTURE JOURNEY

- Aggregate vision of the ideal culture

- Finalize a list of core values that enable the culture

- Communicate and integrate elements of the new culture into the organization

- Communication

- Culture Team

- Training

- HR policies/practices

- HIRE on culture fit

- Culture Assessment

- Accountability

# THANK YOU

Video Link: https://www.youtube.com/watch?v=2YNwX_NuFig
Drive Link: https://drive.google.com/file/d/1zmIlcdJKx5O6-lm7-0jgBkcVgh-aiNR5/view?usp=sharing