



# **BUILD A CORPORATE CULTURE**

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# WHAT IS CORPORATE CULTURE?

- ~ Corporate culture refers to the values, beliefs, and behaviors that are common or understood at a company.
- ~ These determine how a company's employees and management interact, perform, and handle business transactions.

## Examples of Corporate Culture in Action

- **Google:** Known for its innovative culture, Google encourages collaboration, creativity, and flexibility, with a focus on employee well-being.



# IMPORTANCE OF CORPORATE CULTURE

- Building a positive workplace environment
- Creating an engaged, enthusiastic, and motivated workforce
- Attracting high-value employees
- Improving employee morale
- Improving performance quality and productivity
- Building favorable business results



# HOW TO DEVELOP A CORPORATE CULTURE

- ~ Define a company's vision, values, and behaviors.
- ~ Gather feedback from employees about your company's.
- ~ Use small discussion groups.
- ~ Leadership as Culture Champions.
- ~ Create Opportunities for Employee Engagement.
- ~ Create Supportive Policies and Resources.



A low-angle, upward-looking photograph of a modern skyscraper with a glass facade. The building's structure is composed of dark frames and large glass panels, reflecting the sky. The perspective creates a sense of height and scale. The sky is a clear, pale blue. Overlaid on the right side of the image is the text "THANK YOU" in a large, white, sans-serif font.

**THANK YOU**