URL: <https://prezi.com/view/j0WlMpVe86FZKyCTVCk9/>

**Практичне заняття 12  
Corporate Culture (Поняття корпоративної культури)**

## CORPORATE CULTURE

#### WHAT IS IT?

#### CORPORATE CULTURE

- is the values, beliefs and traditions in a company which influence the behaviour of its staff

- it is important for job seekers to know about the culture of an organisation before accepting a job

#### What is corporate culture?

* It is the ideas, ideologies, principles and values of a company.
* Every organization has an unique style of working which often contributes to its culture.
* The culture of the workplace controls the way employees behave amongst themselves as well as with people outside of the organization.

#### what is corporate culture?

* Corporate culture starts with the company’s vision.
* Normally, a vision is a single phrase that communicates exactly what the purpose of the company is.
* Then, corporate culture dictates how people should behave when at work, what values should drive their performance.

#### What is corporate culture?

* Behaviors are directly related to what customers and co-workers see, and they include dress codes, the physical environment of the company, do’s and don’ts as well as organizational rituals.
* For instance, workers should not gossip about each other; or they should all work for the good of the company, etc.

#### Corporate culture is characterized by:

* Employees of the company adopt to join as a team.
* Employees of the company adopt it to better adapt to the environment prevailing in the company.
* New company employees, often adapt to cultural patterns rather than corporate cultures.

#### example

Google is one of the companies that are

renowned for their corporate culture.

The company has evolved into a mega

corporation.

However, it maintains a very friendly culture reflected in its extremely clear vision and mission.

By hiring the best of the best candidates in a meticulous manner, Google fosters creativity and maximizes employee performance.

People know what they should do and why, and this motivates them to work harder and achieve the organizational goals.

#### elements of cc

### **elements of corporate culture**

* vision
* values
* expectations
* systems
* sustainability

#### VISION

- describes what we want to become

#### VALUES

- guiding principles that drive behavior and action

#### EXPECTATIONS

- key behaviors, policies, guidelines and rules

#### SYSTEMS

- practices and processes that enable achievement of the vision, align with values, and support expectations

#### SUSTAINABILITY

- ongoing activities that faster the culture

#### Importance of cc

#### why is corporate culture important?

- the culture decides the way employees

interact in the workplace

- a healthy culture encourages the employees

to stay motivate and loyal

- the way employees interact with each other is important especially in today´ s teamwork type environment

#### why is corporate culture important?

- therefore it is important to know what your culture is and communicate it directly to your employees

#### type OF corporate CULTURE

#### dimensions of culture

English author Charles Handy categorized 4 types of corporate culture:

* culture of power
* role culture
* performance culture
* support culture

#### culture of power

- only certain people make decisions, other employees are subordinate to them, leaders know everything and can do everything;

- authority is often built on fear (large criminal organizations)

#### role culture

- built on the role of employees, which means the manner of action expected of an employee at a given location (state, public administration,

non-profit organizations, state enterprises)

#### performance culture

- the company focuses more on the tasks

to be accomplished than on compliance

with formal regulations

- an important motivating factor is the joy

of doing the work (small private companies)

#### support culture

- in a company are excellent

interpersonal relationships based on

mutual support, people are loyal to the company and that motivates them

- corporate culture and organizational structure are largely determined by the company's mission, but there are also exceptions

#### cc promotes the competition

- the culture of the workplace goes a long

way in promoting healthy competition

- employees try their best to perform well and earn recognition and appreciation

- the culture encourages employees to do their best work

- corporate culture unites employees from different backgrounds

- they may be racially diverse, culturally diverse or socioeconomically diverse

- culture helps to unite all these people into one unit

- a strong corporate culture can unite people into a sense of unity, of one common goal and of accomplishing an important goal together

- corporate culture also helps create the brand image of the company

- the work culture gives an identity to the organization and helps create the image the company wants to convey to the outside world

- either through its employees, its services or products

#### activity 1

#### activity

1. An extra amount of money that you are given, especially because you have worked hard.

b \_ \_ \_ \_

o n u s

#### activity

2. A set of rules about clothing and appearance in school or place of work.

r e s s c o d e

d \_ \_ \_ \_ \_ \_ \_ \_

#### activity

3. Someone who is trying to find a job.

o b s e e k e r

j \_ \_ \_ \_ \_ \_ \_ \_

#### activity

4. A plan that you use to achieve something.

t r a t e g y

s \_ \_ \_ \_ \_ \_ \_

#### activity

5. All the people who work for a company

or organisation.

o r k c l o s e l y

w \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

#### activity

6. To finish work at the time or by a date that has been previously agreed.

e e t a d e a d l i n e

m \_ \_ \_ \_ \_ \_ \_\_ \_ \_ \_ \_ \_

#### activity 2

#### activity

Which words and expressions in the box can form collocations with the verbs in circle?

bonus

cut costs

dress code

fix a time

jobseeker

meet a deadline

package

staff representative

workforce

people

workforce

jobseeker

staff representative

Which words and expressions in the box can form collocations with the verbs in circle?

bonus

cut costs

dress code

fix a time

jobseeker

meet a deadline

package

staff representative

workforce

money

bonus

cut costs

package

Which words and expressions in the box can form collocations with the verbs in circle?

rule

bonus

cut costs

dress code

fix a time

jobseeker

meet a deadline

package

staff representative

workforce

fix a time

meet a deadline

dress code

#### ACTIVITY 3

#### time for discussion

* How people behave towards each other in the company?

For example: Are they tactful to each other? Are they considerate to each other?

* What employee behavior is tolerated in the company?

For example: Is criticism of erroneous decision making tolerated?

Are there different jokes about employees or employers in the company?

* What are the company habits, traditions, jokes, stories?

Does the company organize regular celebrations, trips, sports tournaments? Are there any jokes and stories from the past? Are there patterns for employees?

#### THE POWER OF TEAMWORK

#### THE POWER OF TEAMWORK

https://www.youtube.com/watch?v=vtXKQOtNWPg

#### thank for your attention!