

Company Culture

Modul 7 MSDM – Batam Tourism Polytechnic



Learning Objective

01

Define the meaning of organizational culture

02

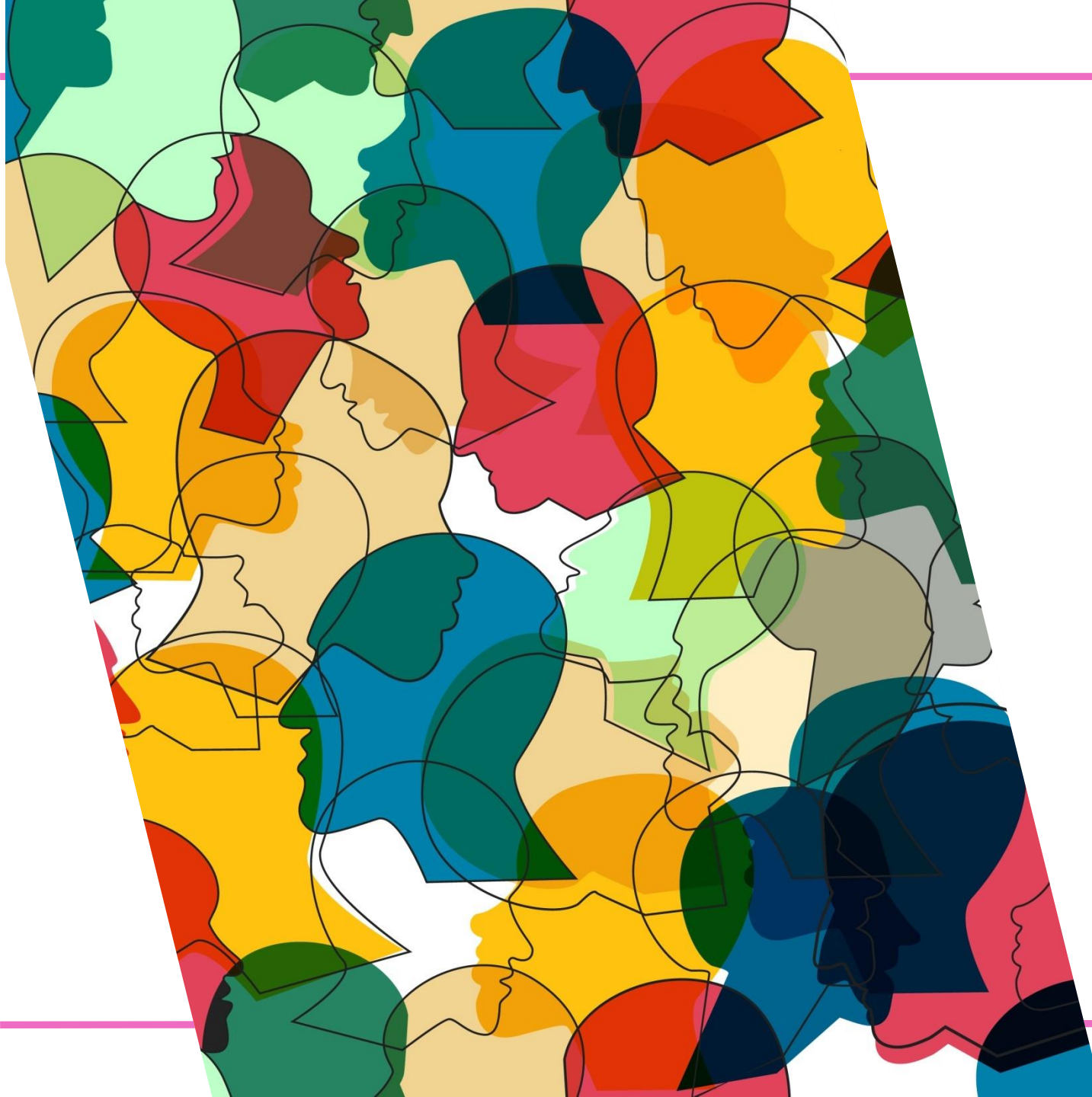
Discuss how culture is often transmitted

03

Identify the four key types of organizational culture

04

Recognize different types of organizational change



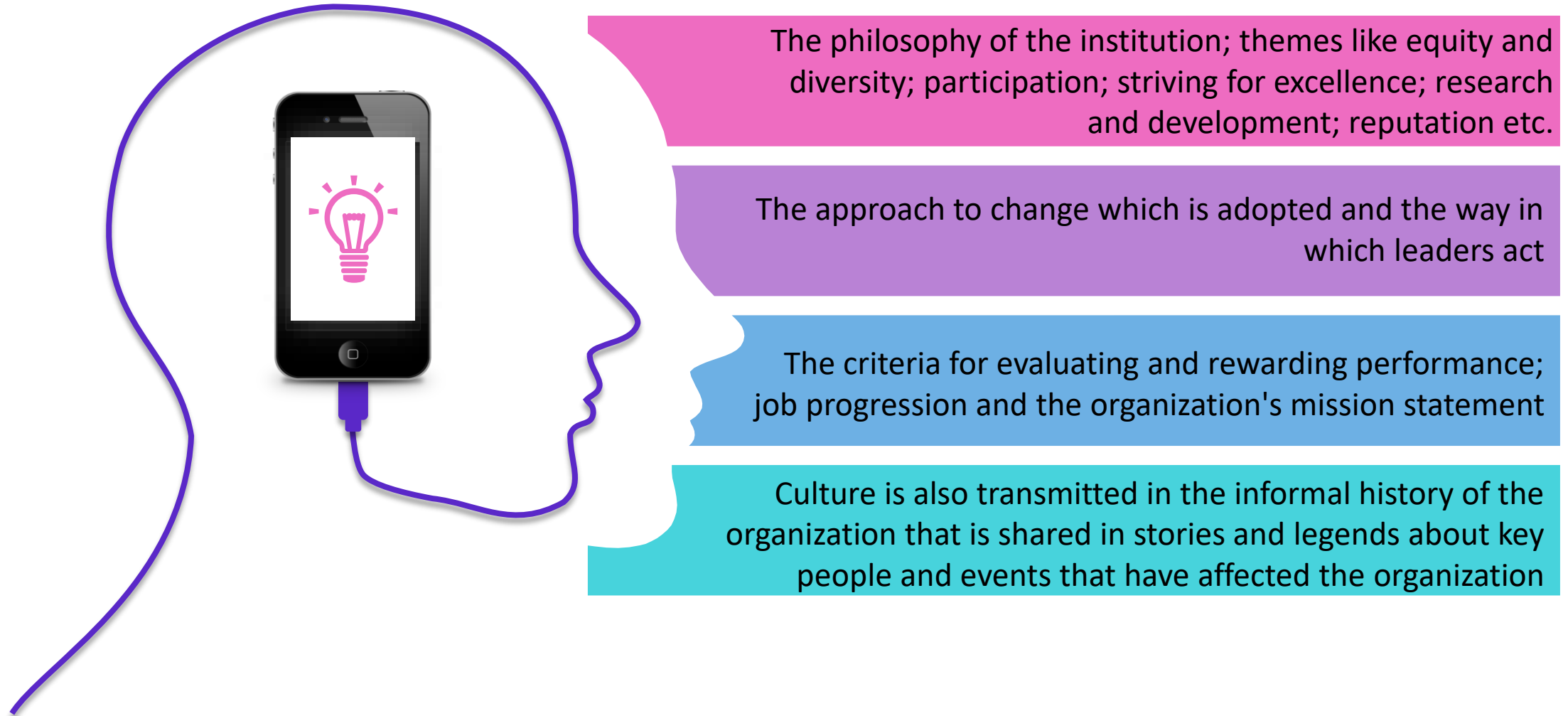
Introduction

What's Culture

Culture is a term that encompasses the social behavior and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups.

There is no definitive answer to where the culture of a business evolves from and how it develops, as culture is a concept that is multifaceted in nature and develops slowly over time

Culture is often transmitted by the following



Type of Organizational Culture

Collegiate

similar to the classic structure of old universities, particularly those with a strong research focus.

Bureaucratic

traditionally defined by strong central management and top-down decision-making.

Innovative

defined by frequent changes in directions of activities and focus of interest.

Enterprise

closely aligned with traditional business and industry approaches and defined by an acute awareness of financial mechanisms and processes

(i) There is a dual structure of administrative and academic management which results in parallel committee structures which can act as a black hole for decision making

(i) Characterized by strong central management and top-down decision-making.

(i) Institutions with flexible structures; geared to respond and adapt quickly to external factors and influences.

(i) More closely aligned to traditional business and industry approaches

(ii) There are often unclear reporting lines and poor coordination; strong local cultures, agendas and identifiers.

(ii) The hierarchy of control and decision-making is clearly established in the administrative and management structures of the institutions.

(ii) Often characterized by a matrix structure of responsibilities by both subject area and functional activity (where the latter will often be structured around the identified strategic priorities).

(ii) Acutely aware of financial mechanisms and processes; alert to external opportunities.

(iii) Academic status is perceived as higher than support or administrative functions

(iii) Central management have strong control over the direction of the strategic priorities for the institution.

(iii) Strong culture of change and innovation, with frequent changes in directions of activities and focus of interest.

(iii) Clear business objectives and plans based on detailed market analysis and needs

(iv) There are strong subject-specific allegiances, with academics often feeling a stronger alliance to their subject area and external networks than to the institutional mission.

(iv) Management roles are clearly defined as career progressions; heads of departments, etc. are appointed through an interview process to tenured positions.

(iv) Typically activities focused around particular projects and associated project teams.

(iv) Traditional management roles and structures with clear demarcations of responsibilities; hierarchical decision-making processes.

(v) Decision making occurs through committees, which can be slow and lack cohesion; activities tend to be driven from the ground and primarily linked to local interests



What's Company Culture

Company culture can more simply be described as the shared ethos of an organization. It's the way people feel about the work they do, the values they believe in, where they see the company going and what they're doing to get it there. Collectively, these traits represent the personality — or culture — of an organization.

Important of Company Culture

66% of job seekers consider a company's culture and values the most important factor when considering career opportunities

Organizations with strong cultures boast 72% higher employee engagement rates than those with weak cultures

Companies that actively manage their culture boast 40% higher employee retention

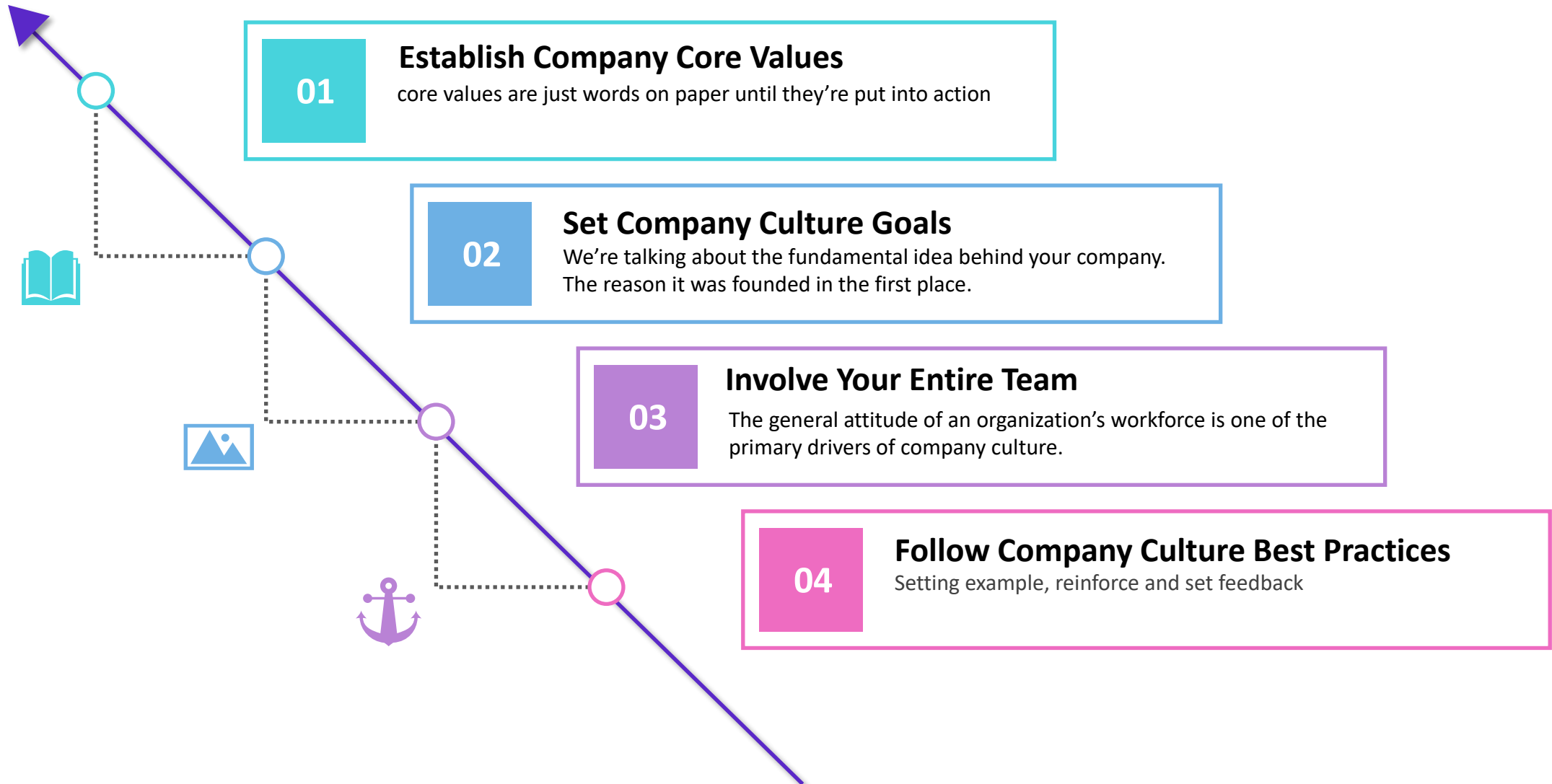
Highly engaged teams outperform their peers by 10% in customer ratings, 21% in productivity and 22% in profitability

Only 28% of executives say they understand their organization's culture

Unfortunately, only 13% of employees identify as being engaged with their work



Building Company Culture



The background of the slide features a dynamic, abstract composition of soft, billowing clouds in shades of pink, magenta, and light blue. These clouds are layered and textured, creating a sense of depth and movement against a clean white background. The colors transition smoothly from deep magenta on the left to lighter pinks and blues towards the right.

Example of Great Company Culture



Google has been synonymous with culture for years, and sets the tone for many of the perks and benefits startups are now known for. Free meals, employee trips and parties, financial bonuses, open presentations by high-level executives, gyms, a dog-friendly environment and so on. Googlers are known to be driven, talented and among the best of the best.

Don't be Evil
- Do the right Thing



Facebook offers, as do many similar companies, lots of food, stock options, open office space, on-site laundry, a focus on teamwork and open communication, a competitive atmosphere that fosters personal growth and learning and great benefits.



Be connected, be discovered



Our Values

- **H. Hospitality.** We're passionate about delivering exceptional guest experiences.
- **I. Integrity.** We **do the right thing**, all the time.
- **L. LEADERSHIP.** We're leaders in our industry and in our **communities**.
- **T. TEAMWORK.** We're team players in everything we do.
- **O. OWNERSHIP.** We're the owners of our actions and decisions.
- **N. NOW.**

Take me to the Hilton



Stay Bright

VALUES



- Think customer satisfaction first
- Think positive
- Think of others
- Think out of the box
- Act professionally
- Act in finding solutions
- Act with transparency and ethics
- Act as a good citizen



The background of the slide features a dynamic, abstract composition of swirling, cloud-like shapes in shades of pink, magenta, and light blue. These shapes are concentrated on the left and bottom portions of the frame, creating a sense of movement and depth against a plain white background. The colors blend and overlap, giving the impression of ink or paint being dropped into water.

Managing Change

Managing Change in the Workplace

Change management entails supporting individual employees impacted by the desired change, to manage their own transition process.

The success of any change initiative depends on the ability of the people involved to accept and embrace the desired change. It is important to understand change as a social process - that is, to know and understand the effects it has on people.



Process changes



Organisational re-structuring/
re-organisation



Culture change



Other change

Location, status/position, etc

Change Strategy



Approach	Advantages	Disadvantages
Directive	Relatively fast to implement	Ignores those affected
Expert	Uses relevant expertise; small groups required; relatively fast to implement	Ignores those affected
Negotiated	Recipients have a say; resistance likely to be reduced; areas of disagreement highlighted	Recipients have a say; resistance likely to be reduced; areas of disagreement highlighted
Education	People may commit to change	People may not commit to change
Participation	More likely to be accepted; more commitment and opportunity	Relatively slow to implement; complex to manage; requires more resources

Advantage and Disadvantage



THANK YOU