



WHAT IS YOUR ORGANIZATION'S CULTURE AND WHY SHOULD YOU CARE?

In the world of business, the term "organizational culture" often gets understated to superficial elements such as dress codes, mission statements, office layouts, and company branding. However, the true essence of culture extends much deeper, impacting the very core of how a company operates. As Peter Drucker, recognized as "the man who invented management" by BusinessWeek Magazine in 2005, stated, "culture eats strategy for breakfast." This underscores the pivotal role of culture in shaping a company's success.

This article explores the tangible aspects of organizational culture and provides examples of how companies embody these cultural principles.



A company culture stands out as a pivotal factor in determining the success or failure of a business.

Invisible Yet Pervasive

Culture defines the backdrop for every facet of a company's existence. It comprises both the spoken and unspoken behaviors, shaping the day-to-day functioning of the business and influencing employees' experiences.

Organizational culture encapsulates mission and objectives, values, leadership styles, employee expectations, performance management structures, and overall engagement levels.

Diverse Cultural Landscapes

Understanding and cultivating a robust organizational culture is not a luxury but a strategic imperative, guiding businesses towards enduring success in an ever-evolving business landscape. For instance, the cultural dynamics of a daycare center differ significantly from those of a surgical center where precision and adherence to standard practices are paramount for success.

By fostering a strong culture, businesses establish consistency, provide direction, guide decisions, energize their workforce, and unlock their full potential. Companies often embody a blend of four organizational culture types, typically with one prevailing. As organizations expand in size, the likelihood of harboring multiple cultures increases.

Organizational cultures come in myriad forms, with a few dominating categories across industries. Kim Cameron and Robert Quinn at the University of Michigan identified four distinct types of organizational culture.

Clan culture

that prioritizes interpersonal connections, fostering mentorship and a familial atmosphere.

Market culture

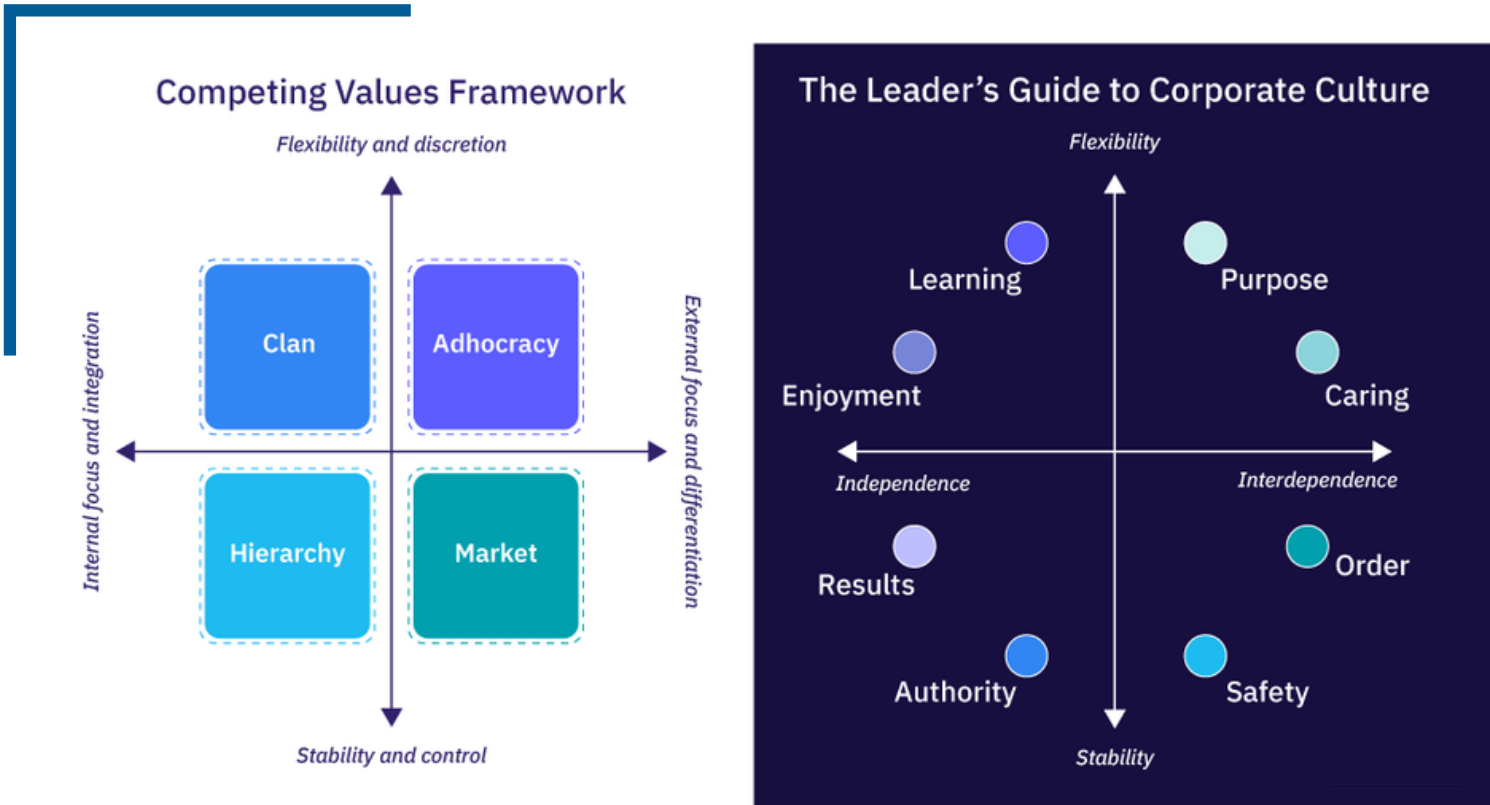
that thrives on competition and rewards winners.

Hierarchical culture

that relies on top-down decision-making, though its appeal is waning.

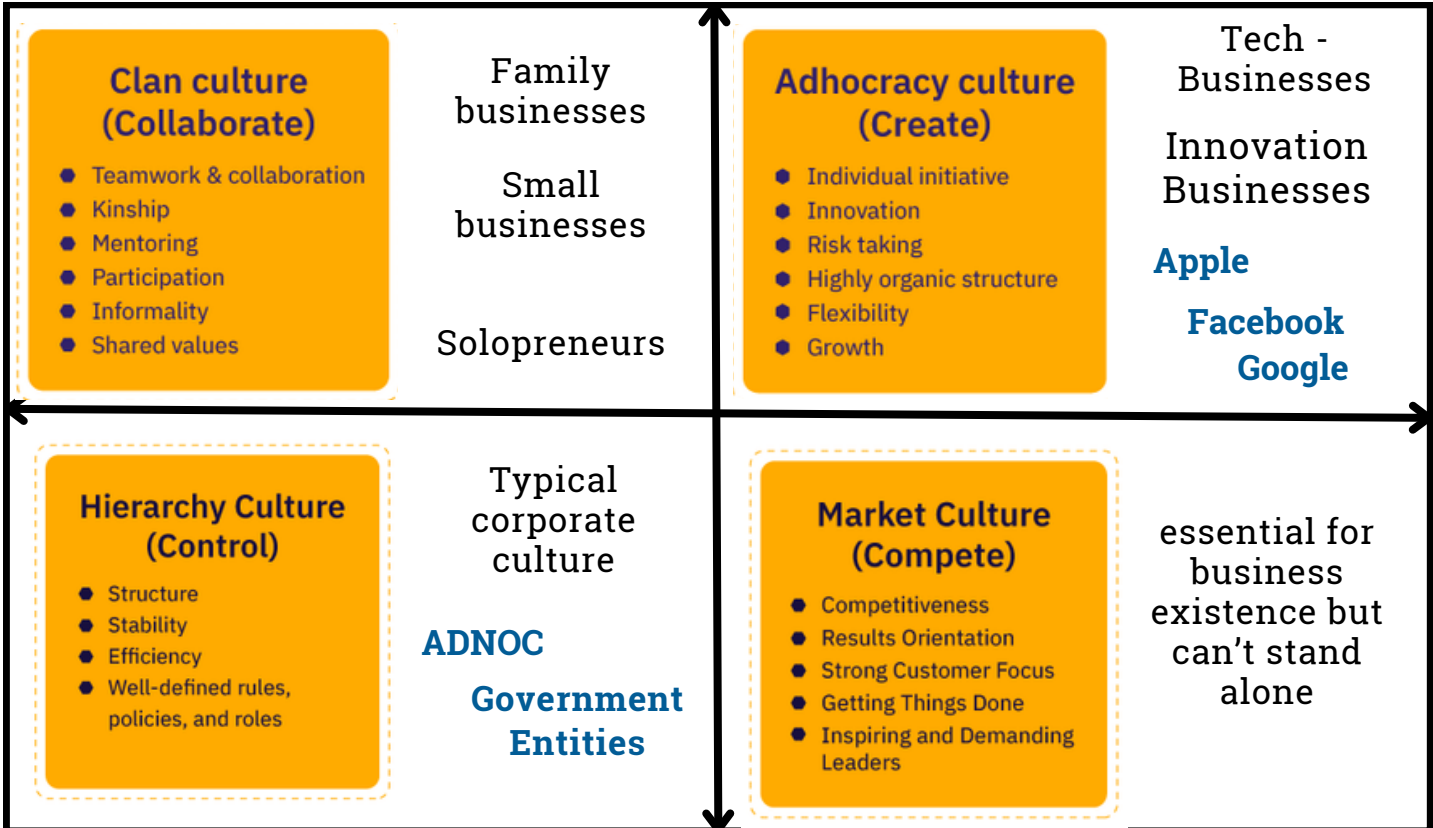
Adhocracy culture

that champions innovation, often dismantling traditional organizational structures.



Source: **ROBERT E. QUINN'S COMPETING VALUES FRAMEWORK**

Their model is known as a “**competing values framework**” because it compares these competing priorities that organizations can have: flexibility vs. stability, internal vs. external focus



Source: : Academy of Innovative HR (AIHR) (edited)



So,
How to choose the
right organizational
culture for your
business and
Maintain a positive
environment

- ✓ Stacked snack cupboard?
- ✓ Casual Fridays?
- ✓ Collaborative environment?
- ✓ Ping-pong tables?

Well, that's it! You have company culture nailed down.

But wait... employees are still leaving

HOW CAN WE HELP?

Contact us and let us talk culture!

we help you foster an inclusive positive culture and transform your culture into a true business driver so that you company prosper and your employees rise. They are empowered, happy, feel avlued, included and belonged to your culture

Establishing a positive work environment transcends being a fleeting business trend. With an increasing number of companies recognizing the significance of fostering the emotional and relational well-being of their employees, those adept at doing so effectively will gain a crucial competitive edge.

7 Benefits of a Strong and Healthy Organizational Culture

- 1. Increased Productivity**
- 2. Improved Employee's Health and Wellbeing**
- 3. Increased Customer Satisfaction**
- 4. Higher levels of Innovation**
- 5. Reduced Absenteeism and Turnover Rates**
- 6. Enhanced Employee Retention and Engagement**
- 7. Increased communication levels between management, employees and customers**



At Prosperise, we believe that when organizations prioritize inclusivity, they prosper internally to become catalysts for positive societal change, driving innovation, adaptability, and a workplace culture where everyone can thrive and rise.

let's get in touch

Maya Rmeity, DBA

email: maya.rmeity@prosper-rise.com

Mobile: +971 50 68 24640

www.prosper-rise.com