

Organizational culture



Corporate Culture

What is an Organizational Culture?

corporate culture (Organizational culture) refers to the behavior that is created or molded together by people in the organization. arising from learning from each other, as well as being put into practice until it becomes a tradition for that organization

Elements of Corporate Culture



6 Factors Affecting Corporate Culture (Organizational Culture)

1. Vision

2. Values

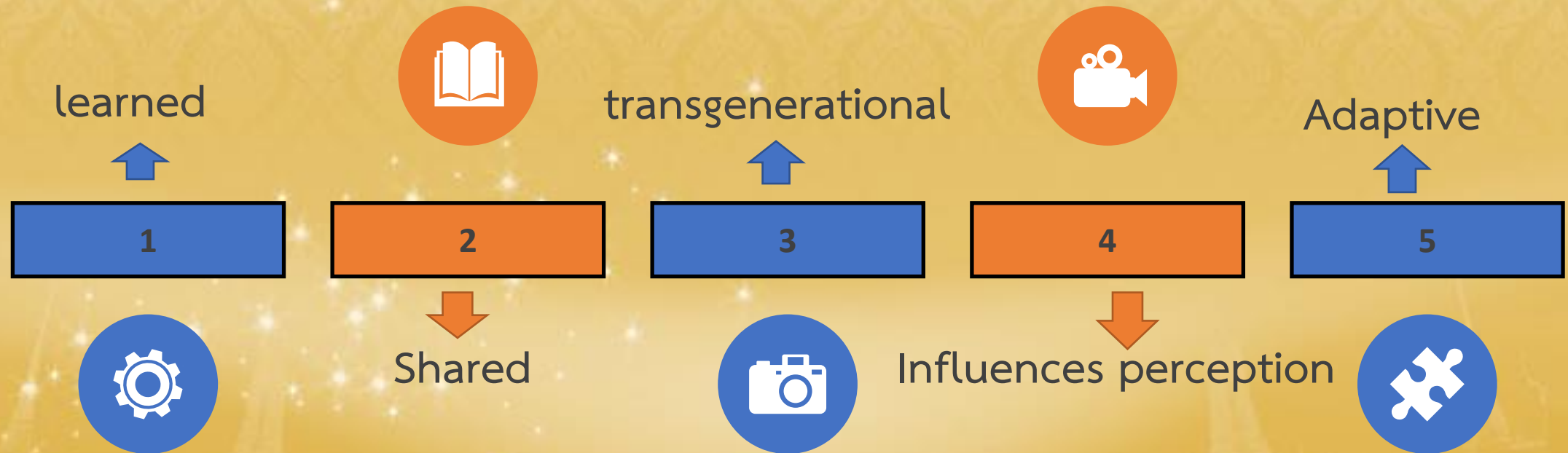
3. Practices

4. People

5. Storytelling (Narrative)

6. Place

Characteristics of Corporate Culture



Characteristics of Corporate Culture

Type 1	Type 2
1. Dominant Culture	1. Strong Culture
2. Subculture	2. Weak Culture

Type of corporate cultures

Richard L. Daft (1992)



1. Adaptability
culture



2. Achievement
culture

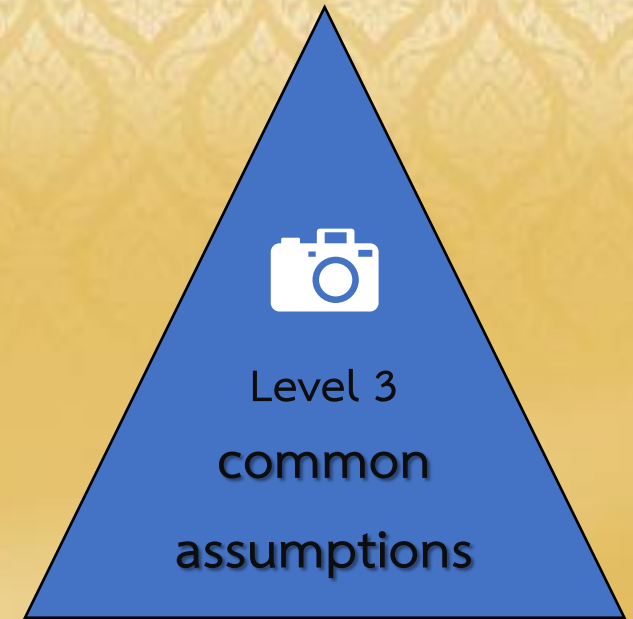
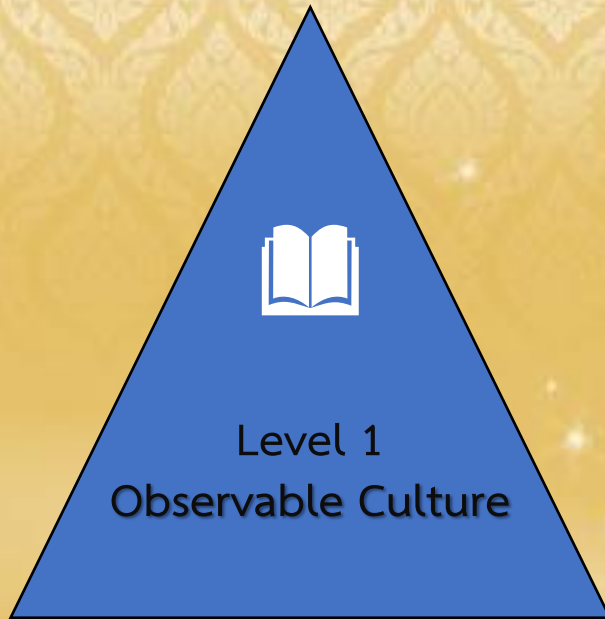


3. Clan
culture



4. Bureaucratic
culture

Levels of Organizational Culture



Corporate Culture Building



History



Environment



Staffing process



Socialization process

1. Recognize employee success

3. Leaders must set a good example.

5. Always build relationships between different team members.

7. Be aware of the culture every day.

2. Really listen to the voice of the staff.

4. Act according to the values

6. Focus on learning and development

8. Tailored to individual experiences

Tools for transmitting corporate culture



Keeping a Culture Alive

1. Top
Management

2. Recruitment
and selection

3. Socialization
Process

4. Structural Design

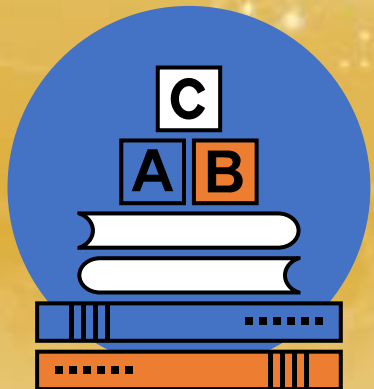
5. Organizaton System

6. Guidelines for Award
Allocation and Status

7. Building Design

Concept of Corporate Culture

1. Innovation and risk taking
2. Attention to detail
3. Outcome orientation
4. People orientation
5. Team-orientation
6. Aggressiveness
7. Stability
8. Direction
9. Integration
10. Management support
11. Control
12. Identity
13. Reward system
14. Conflict tolerance
15. Communication pattern



Acculturation

1. Assimilation

2. Integration

3. Separation

4. Deculturation

