



CORPORATE CULTURE

COMPANY IDENTITY

Corporate culture is the shared values, beliefs, and ethics of a company as expressed through their employees' social interactions and the workplace in which they operate. It is important because it helps to shape the company's identity, create a positive work environment, and drive employee engagement and productivity.

Corporate culture is also referred to as organizational culture, company culture, or workplace culture. You can think of it as the company's personality. It is expressed in its dress code, office setup, employee benefits, hiring decisions, managerial style, treatment of employees, client satisfaction, and public perception.

Corporate culture is the collection of attitudes, behaviors, and work habits that characterize an organization and guide its ongoing practices.



ORGANIZATIONAL VALUES

A company's mission, vision, core values, and environment all play into its culture. It helps define the day-to-day operations and atmosphere of the organization. Often it includes consensus and agreement (buy-in) on the part of all members. It is usually initiated at the leadership level (formally) but it is interpreted at the employee level (informally) through daily interaction and is often a reflection of the combined personality of the team members.

Company culture also includes its standards, policies, procedures, guidelines, and protocols. It reflects both the written and unwritten rules that people in an organization follow. Your organization's culture is the sum of all that you and your colleagues think, say, and do as you work together.



Corporate culture is also reflected in the degree of emphasis placed on various defining elements such as hierarchy, process, innovation, diversity, collaboration, competition, community involvement, and social engagement. How does the company define its purpose? Where does it focus its efforts and energies?

A vibrant and energetic office space helps an organization build an affirming company culture, which is critical to the success of any organization. Effective work settings offer a spirit of community and a sense of belonging. There exists a feeling that every team member is performing worthwhile work and is part of something important.

CHANGING CULTURE

Some organizations will see their culture evolve organically and by chance and circumstance over time. Such organizations, however, may end up with a poor or even toxic culture because they weren't thoughtful, attentive, or intentional about fostering a healthier and more nurturing environment.

An organization's culture greatly determines how it reacts to change, evolution, and crises. It deeply impacts the organization's ability to be adaptable and innovate and succeed in both the short term and the long term.

UNIQUE CULTURE

Corporate culture succeeds when it becomes a special identity that all team members can personally relate to. It is central to team building and a spirit of cooperation. It is a great equalizer. It is a key tool in bringing diverse people together in a harmonious workplace. It exists as a unique entity apart from (and separate, but not in conflict with) the backgrounds, personalities, ethnicities, identities, and values of the individual members.

TYPES OF COMPANY CULTURES

COLLABORATIVE - A collaborative culture is mainly focused on teamwork. In this type of culture, relationships, interpersonal engagement, group participation, and company morale are at the forefront. Managers tend to be more lenient and personable. Structure and rules are more flexible. It is focused on responding and adapting to change. Communication between team members is fluid, open, and direct.



INNOVATIVE – An innovative culture is primarily focused on creativity and risk-taking. It creates an entrepreneurial environment in the workplace in which employees are encouraged to try new things and take risks. Such organizations are highly visionary and spontaneous. Structure and planning are minimal. They are always seeking new ideas, new projects, and new opportunities.

COMPETITIVE - In a competitive culture, the bottom line is the main priority. Everything is gauged by organization's goals, outcomes, results, and profitability. Often, the language used in such a culture is about meeting quotas and reaching targets. It attracts task-oriented, competitive types

who are motivated by winning. In this setting, leaders may be demanding and expect employees to perform well in a high-pressure environment.

CONSERVATIVE - A conservative culture is one that follows a traditional or hierarchal structure. It emphasizes separation of managers and employees. It has rigid rules that focus on reliability, stability, and predictability. Managers tend to be more authoritative and controlling. Schedules and deadlines are less flexible. Processes and expectations are clearly and strictly defined.

ALIGNMENT AND FIT

Often the corporate culture of one organization may be somewhat typical of another. Meanwhile, other organizations may differ greatly from one another regarding their company culture. And some organizations take pride in fostering a culture that they regard as unique.

When employees are seeking a conducive workplace, it is best that they consider how they fit into the existing corporate culture and how they align with the values of the organization. Beyond a reasonable degree of accommodation and inclusivity, is the workplace a good match for the employee's personality, disposition, and belief system?

Sometimes an employee may discover that their personal values are in conflict with the organization's ethics. They may discover that their style, work habits, attire, attitudes, and ideals do not merge well with the existing setting and that adjusting to it is not an option. They may need to select another organization to work for rather than compromise their personal values or style.

To be satisfied and productive, an employee's own culture, identity, lifestyle, and personality must be affirmed and respected in the particular work setting. The employee must feel a sense of belonging, that they fit in, that they have a place of importance as a valued member of the team.



University of Montevallo
CAREER DEVELOPMENT CENTER
205-665-6262 | Station 6262 | Farmer Hall 2nd Floor

www.montevallo.edu/career