

Company Culture

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FOR TEAMS, MANAGERS OR LEADERS

The set of values, beliefs, actions and behaviors that are observed in a company

The Elements of Culture

Company Culture is the observed set of values, beliefs, actions and behaviors of a company.

- **VALUES** show what is really valued in measurable expenses, promotions, bonuses and resource allocations.
- **BELIEFS** are what behavior is believed (by management) to make the company effective & efficient.
- **ACTIONS** are the resulting decisions which are based on **VALUES** and **BELIEFS**.
- **BEHAVIORS** develop over time from the observation of **VALUES**, **BELIEFS** & **ACTIONS** and reflect the perception of what behavior is seemingly desired.

It is influenced by incentivizing desired and discouraging undesired behavior.

How Culture is Shaped

Organisational culture is shaped through the **5S** either willingly or passively:

- Structure & Setup:** hierarchies, power, teams, ownership, responsibilities, etc.
- Support:** objective achievements, processes, automation, interaction, bureaucracy, control, etc.
- Signals & Statements:** loyalty, promotions, gratifications, resource allocations, investments, expense budgets, etc.
- Systems & Technology:** salary system, incentive mechanism, quality, data, tools, infrastructure, etc.
- Skills & Competences:** leadership, care, openness, believability, authenticity, walk the talk, knowledge, expertise, experience, etc.

How Culture Turns into Value

