Why organisational culture matters

Learning outcomes

- What is organisational culture

- What are the types of organisational culture

- Why does organisational culture matter

- Strategies on how to build a strong workplace culture

- How to measure culture in the workplace

What is culture?

The word "**culture**" is a French term that derives from the Latin "colere," which means to tend to the earth and grow, or cultivation and nurture.

A **culture** is a way of life of a group of people:

- Behaviours, beliefs, values, and symbols that they accept, generally without thinking about them, and

- Passed along by communication and imitation from one generation to the next.

What is organisational culture?

- The beliefs, ideologies, principles and values of an organisation
- Controls the way the employees behave
- Every organisation has a unique culture
- It is essential for employees to understand the culture of their workplace to feel a sense of belonging

Types of organisational culture
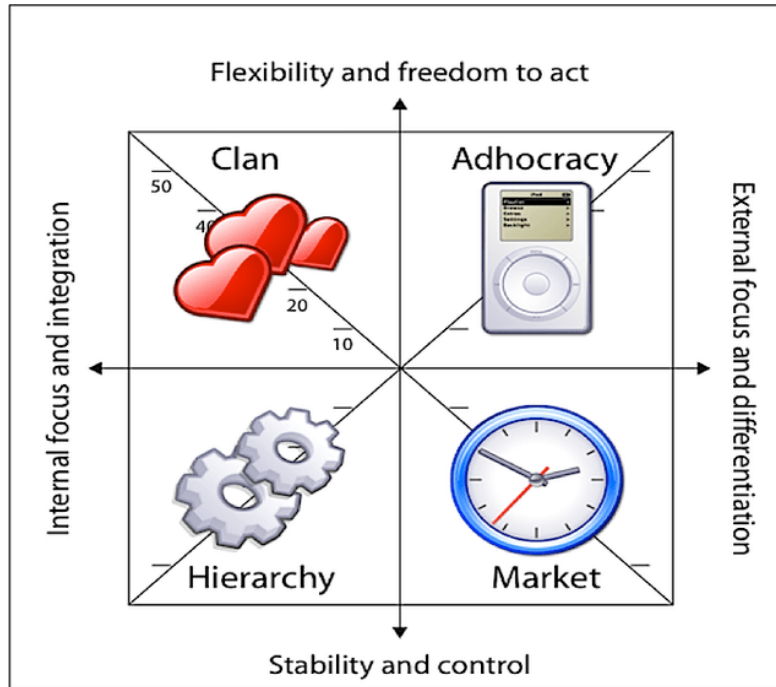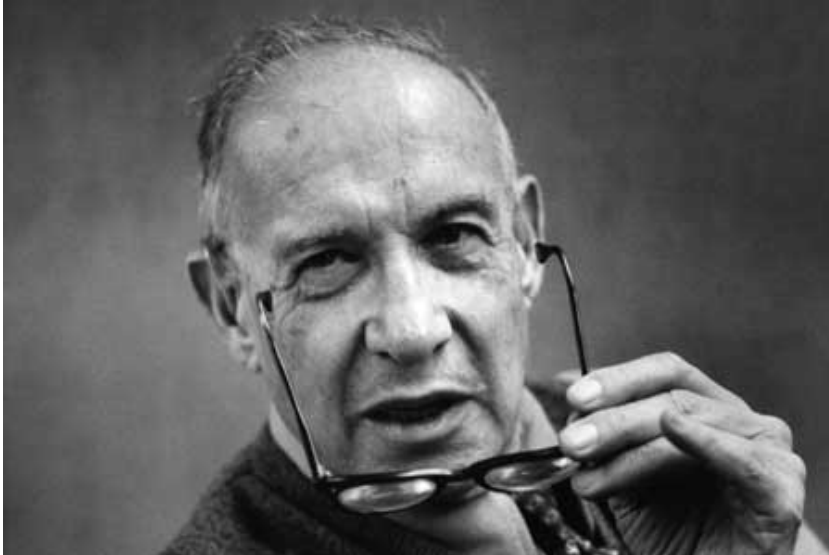
"Culture eats strategy for breakfast."

Peter Drucker

Why does culture matter?

- Culture is the organisation's identity
- Create a sense of belonging
- Retain the best people who are aligned to its purpose and values
- Transform employees into a team and advocates
- Impacts on performance and overall health of the organisation

Think about a time when you enjoyed working for an organisation.

How would you describe the culture?

Strong vs weak culture

	Strong Culture	**Weak Culture**
Definition	A culture that strongly influences the behavior of members.	A culture that serves as a reference for members without influencing behavior.
Associated With	Group conformity Group harmony Common purpose	Individualism

Strong culture development

- Establish clear ethos and values for the organisation

- Foster collaboration and communication

- Create an inclusive work environment

- Create clear goals and rewards for employees

- Cultural consistency

Measuring workplace culture

- Staff satisfaction and engagement surveys
- Time to recruit
- Staff turnover
- Health and safety
- Wellbeing
- Leave usage
- Policy compliance

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