

# Corporate Culture

Corporate culture includes the following elements existing in the company and formulated in the regulatory documents:

- fundamental values, ideas, norms and types of behaviour
- management style, operational methods
- methods of decision-making and employee motivation



# You Need Assessment If...



- You plan organizational changes
- You introduce new rules and standards
- There is high employee turnover, people are not satisfied with working in the company
- Manageability is low
- Merger or acquisition is planned



# Why It Is Important



According to Newsweek magazine, US companies spend about **\$4 billion** annually to improve corporate culture. These costs are considered justified as organization's culture has become an effective management tool.

Corporate culture influences the success and effectiveness of the organization. **Thriving** companies have a high level of corporate culture.

