



## **Corporate culture and teams**

An enterprise should aim to nurture a corporate culture that creates a good working environment and encourages people to excel.

The effects of personnel, procedural and financial management on corporate culture are often poorly understood. For example, individual competitive compensation hinders teamwork; 'laissez-faire' working practices create resistance to quality management systems. The longer time that poor practices are used in an enterprise, the harder and costlier it becomes to change them. The cost to corporations with undesirable cultures is enormous in terms of inefficient and ineffective work practices, personnel stress and turnover, lost opportunities and profits. The cost of change management programs in large enterprises helps sustain many of the big consultancy firms.

Research has shown that start-ups that grow into viable larger enterprises take care to actively nurture the desired corporate culture from the early start-up phases. They consistently outperform their competitors through creating a culture of excellence. Those that don't strive for excellence either fail or are bought by competitors.

Nurturing the desired corporate culture from the start is better than forcing change later.

## **Taking steps to nurture the desired corporate culture**

The enterprise leadership need to provide direction through various means, including defining the corporate vision, and promoting the desired cultural norms, values and personal behaviours.

To know what to improve, you need to find out what your employees think. Here a socio-cultural survey will help determine their perspective, highlight problems and raise issues for management.

The leadership need to invest effort into actively promoting the cultural direction. This includes improving awareness through leading by example, focused management development, staff forums and knowledge cafés, focussed employee training, remuneration structures and social activities that reinforce individual motivation to adopt the desired norms, values and behaviours.

It is easier to introduce the desired culture through teams. This allows you to start small and grow smoothly while nurturing the desired corporate culture. It is important to holistically promote the synergies between efforts at personal, team and corporate cultural levels to maximise benefits. It is vital to have experienced people dedicated to promoting the desired culture, either internal professionals or consultants who meet your needs.

## **Want to learn more?**

Our STARS methodology uses holistic leadership and management methods to promote a culture of excellence while making work more enjoyable for individuals and teams.

*We welcome your enquiries about how we can together fulfil your needs, wants and desires!*

*Han van Loon*

Out of the box thinking and solutions!

