

THE CORPORATE CULTURE, PRACTICAL WAYS HOW TO IMPROVE IT КОРПОРАТИВНАЯ КУЛЬТУРА, ПРАКТИЧЕСКИЕ СОВЕТЫ ПО ЕЕ УЛУЧШЕНИЮ

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Abstract: This article is about the importance of the corporate culture. The author gives the definition and enumerates the key elements of the company culture. The awareness of the corporate culture's importance leads to the development of innovative management by implementing new (technological, technical and organizational approaches. In this article you can find several practical ways how to upgrade corporate culture.

Аннотация: Данная статья о важности корпоративной культуры. Автор дает определение и перечисляет ключевые элементы корпоративной культуры. Осознание важности корпоративной культуры приводит к развитию инновационного менеджмента путем внедрения новейших (технологических, технических и организационных) подходов. В данной статье вы можете найти несколько практических советов, как улучшить корпоративную культуру.

Key words: Corporate culture, contact between managers and company staff, crucial role of the mission statement, social responsibility, an atmosphere of involvement of all employees.

Ключевые слова: Корпоративная культура, связь между менеджерами и работниками компании, ключевая роль миссии, социальная ответственность, атмосфера вовлеченности всех работников.

How much do we know about corporate culture? Some of us will answer this way: well, corporate culture is a set of rules, according to which people should wear business suits and get together for Friday and have some fun. Of course such points are included into the concept of corporate culture, but let us have a look at the main idea of the corporate culture. In general, corporate (organizational) culture is a set of social values, traditions, beliefs and standards of behavior that are shared between corporate employees. The elements of corporate culture are: an atmosphere of involvement of all employees into the Affairs of the Organization, personal contact between managers and company staff, development of innovative management by implementing new (technological, technical and organizational) *approaches to a company*, the formation of social responsibility towards the society (community), globalization- setting up a company which operates not only at regional or national levels but between markets. Nowadays the strengthening of an influence of corporate culture leads to the formation and development of cultural actuality which helps people not only see and realize some actions and events but it also helps to pay attention and make account of their own behavior. Managers of many companies realize the necessity of organizing the work based on the motivation theory, in order to improve work satisfaction and staff loyalty. Let us take a look at several points how to improve company culture.

The first one is to state a clear mission and live in daily. Mission and company culture are two inseparable elements. From different books we know that a mission always plays a crucial role in a company's life. Also a mission defines the company's business, its objectives. So in other words employees have to understand what they work for. And like once Ty Kiisel said : "Do it because I told you to," has never been a successful long-term strategy for building a culture where people are empowered to creatively problem solve, where employee longevity thrives, or where employees step up and perform at a higher level.(Kiisel,2012) People want to be a part of something bigger than themselves. And managers who can clearly define a mission are better able to create a culture where their employee can meaningfully contribute and creatively solve problems. But create a clearly defined mission is not a piece of cake. *And what is even more difficult is to get your people to believe and stick*

to it. For example – “Apple Inc.”, I believe everybody have heard about incredible successes of this company. Apple is one of the richest companies and according to Forbes magazine Apple is one of the most valuable companies in the world. What is the key to success? Well, one of the former employees said “Apple expects everything you do to be amazing”. (Shamah, 2013) The company staff know that everything what the company makes should be the best in the world like it is mentioned in the company’s mission statement. Every employee is a part of a big family, and you can not let your family down. There is even an urban legend that the former CEO Steve Jobs fired an employee in the elevator for not having a good enough answer to the question "So what have you done for Apple lately?" (Love, 2013)

The second one is to be more flexible. I think this piece of advice is addressed to more mature generation. Ty Kiisel, a blogger, shares with his experience “how to work with older generation”, in his case with his father. So when his started his own business with his father he learned one simple thing: “The workforce is different today from what it was 30 or 40 years ago”. (Kiisel, 2012) And it is understandable that his father did not like such changes. Let us return to our subject, when we are talking about corporate culture. We directly associate it with personal contacts between managers and company staff. And if we want to have good and healthy corporate culture we should have good relationship between managers and employees. Saying “to be flexible” means to be more indulgent. Well, there is such kind of managers, who are clock-watchers. And if one of the employees is headed out the door earlier, these managers became angry. They think that such employees just “stealing” from them. But at the same time, those managers did not give a second thought to stealing an hour or two each day from their employees by expecting them to work late without paying them for it. (Kiisel, 2012) So they do not pay extra money for extra hours, but they slash wages for leaving earlier. And I am pretty sure that practically all employees work on their vocation, and on their weekends. It seems that answering phone calls and checking e-mails is not a job, but no, it is a job, and what is more it is unpaid job. To be more flexible also means allowing employees working remotely (when it’s appropriate). Of course it can not be permanently. But thanks to the new technologies, our life became easier .There are some programmes in the world which make us closer even when we are far away from each other. Due to Skype you can see not only your friends and relatives but also your employees and business partners. For some managers this idea *of* “working remotely” just does not make any sense, because they will lose their control under the company staff. But if you want to create an atmosphere where people can work productively you definitely should be flexible and make concessions.

Another practical way how to upgrade corporate culture is to give your employees ten minutes' break. Employees are not just business machines; they are people who can get tired. It was proved scientifically, that an exhausted person can not work productively and think creatively. Do we need this? The answer is no. Give them some time to relax. Many companies create special zones, where company staff can forget about reports, presentations and take a rest. For example, PG enterprise (Procter&Gamble) created special rooms with couches, cushions, beverages and even with Xbox 360. Some companie, like Russian company Palex (Languages and Software), created yoga zone for the relaxation and meditation. Actually it is wonderful that some companies try to improve physical and psychological wellbeing of employees. Our last piece of advice is somehow connected with the previous one. Kick up yours heels! One of the main ideas of corporate culture is to be a team and to be involved into the affairs of a company. And if you work on some project together very hard it is fair enough to celebrate it also together. It is not a big deal to find a reason to celebrate something with your company staff. Celebrate your victories: successfully concluded a bargain; somebody’s birthday; one of the departments solved a tough problem-celebrate. In other words be willing to let your hair down once in a while. Show your employees that you need more than just results and money, show that you need them. Show them that you need to leverage their experience, their expertise, and their smarts to create and invent the products and services that will allow us to compete more effectively with game-changing products and services that our customers can not live without. (Kiisel, 2012) Actually such corporate parties are like win- win situation. Because while we are celebrating something, we are communicating with colleges from different departments, we can share some

experience, support each other. So it seems not so difficult to throw a party on the last Friday of every month in order to feature the best things about who you are and what you are doing. (Prevost, 2013)

In conclusion, I would like to say that I am pretty sure that the corporate culture is one of the key points in organization whether you are a manager of a national company or a smaller one. We should not forget that all corporate culture elements are important; it is like reflection of your organization. Without all these things your corporation will not be harmonious and productive.

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