**I LOVE MONDAYS!!**

**CREATING THE ORGANISATIONAL CULTURE**

Great Morning Dear Entrepreneurs & Wish you all a very very **HAPPY** **HOLI!!!!!!!!!!**

Hope you all are having a rocking extended weekend! Indian festivals, various traditions and cultures have always fascinated me, it is a great medium to being our family and friends together. There is a magical positive spirit in the air, the celebration and bonds are rejuvenating, isn't it? Thanks to our ancestors for creating such celebrated culture that has given our country a unique Identity on this Planet.

But what about the culture of our organisation and it's identity?

Get on a Southwest flight to anywhere, buy shoes from Flipkart.com ,get a Starbucks espresso, and you'll get a taste of these brands' vibrant cultures.

Well, Culture is a balanced blend of human psychology, attitudes, actions, and beliefs that when combined create either pleasure or pain, serious momentum or miserable stagnation.

 A strong culture flourishes with a clear set of values and norms that actively guide the way a company operates. Employees are actively and passionately engaged in the business, operating from a sense of confidence and empowerment rather than navigating their days through miserably extensive procedures and mind-numbing bureaucracy. Performance-oriented cultures possess statistically better financial growth, with high employee involvement, strong internal communication, and an acceptance of a healthy level of risk-taking in order to achieve new levels of innovation.

**CREATING THE ORGANISATIONAL CULTURE (BASICS)**

It is more difficult to change the culture of an existing organization than to create a culture in a brand new organization. When an organizational culture is already established, people must unlearn the old values, assumptions, and behaviors before they can learn the new ones.

Here are the 6 most important elements for creating organizational culture:

**1**. **Dynamic and engaged leadership**

A vibrant culture is organic and evolving. It is fueled and inspired by leaders who genuinely care about the company's role in the world and are passionately engaged.They are great communicators and motivatorswho set out a clearly communicated purpose, values, and goals and create an environment for them to come alive.

**2. Executive support**

Executives in the organization must support the cultural change, and in waysbeyond verbal support. They must show behavioral support for the cultural change. Executives must lead the change by changing their own behaviors.

**3. Training**

Culture change depends on behavior change. Members of the organization must clearly understand what is expected of them, and must know how to actually do the new behaviors, once they have been defined. Training can be very useful in both communicating expectations and teaching new behaviors.

**4. Create value and belief statement**

Use employee focus groups, by department, to put the core purpose and values into words that state their impact on each employee's job. For one job, the employee stated: "I live the value of quality customer care by listening attentively whenever a customer speaks." This exercise gives all employees a common understanding of the desired culture that actually reflects the actions they must commit to on their jobs.

**5**. **Review organizational structure**

Changing the physical structure of the company to align it with the desired organizational culture may be necessary.

**6**.**Celebrate success and failure**

Most companies that run at speed often forget to celebrate their victories both big and small, and they rarely have time or the humility to acknowledge and learn from their failures. Celebrate both your victories and failures in your own unique way, but share them and share them often.

The benefits of a healthy work culture are tenfold.  A strong culture attracts and retains talent, engages employees, and increases your bottom line.   Typically the best source of applicants comes from employee referrals.  If your employees are happy at work they are more likely to recruit their friends or acquaintances to come to work for your organization.  Highly engaged employees outperform unengaged employees by 20-28% (The WOW Workplace).  A powerful culture enables employees to form valuable relationships with their leaders and clients and creates a sense of loyalty and commitment to your organization.

There's a lot to add on the culture. Begin now to work on your culture!

Have a Rocking Holi-Day!! See you all next Monday on **" I LOVE MONDAYS!!"**

Thank you for reading and your encouraging responses. Keep it coming.

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Feel free to revert if further clarification is required.

***TO YOUR SUCCESS........***

Regards,
**Sujata Chauhan**
Sr. Executive Reviews


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