

A dark blue L-shaped frame is positioned on the left and bottom edges of the slide, framing the central text.

COMPANY FEATURES AND VALUES

Seminar 2

Synergistic company culture

Synergy – people do more work together than the sum of their individual works

Companies driven by ideas – everyone is sharing the ideas the company strives for; they make decisions to support and reinforce these ideas

Company culture

Company culture is the set of relationships between key factors essential for the company

Elements of culture

- Symbols
- Values
- Heroes
- Rituals

Examples of factors

- interpersonal relationships
- work environment
- vision clarity
- leader authority
- organizational structure
- level of formality
- benefits
- work/life balance

TASK 1

Form groups based on your working experiences (big or small company?)

Talk about your company's culture in a group

Try to identify typical features for small and big companies

- interpersonal relationships
- work environment
- vision clarity
- leader authority
- organizational structure
- level of formality
- benefits
- work/life balance

Company features

BIG

- Bureaucratic
- Easy access to expensive software
- Space for personal development
- Job security
- Bonuses/rewards
- Flexible working hours
- Not clear vision
- Multisport, Sickdays

SMALL

- Informal relationships
- Good information flow
- Simple management hierarchy
- Motivation
- Low level of formality
- You know everyone
- More involvement
- Supportive, reflective
- Open – contact with higher positions

TASK 2

Stay in groups

Focus on the culture in your company
and try to identify the rituals

Culture elements part 1

RITUALS

- Meetings
- Company retreats
- Teambuildings
- Lunches, coffee
- Scrum meetings
- Celebrations
- Quarterly planning
- Bootcamp
- 1on1 with manager
- Events
- Family day

TASK 3

Form groups of max. 3 people

Think back on the SWOT analysis from last seminar

Based on the analysis, try identify the possible elements of culture:

- Heroes
- Symbols
- Values
- Rituals (more generally)

Culture elements part 2

HEROES

- Family (owners)
- Founding father(s)
- Workers – special skills
- Director
- Longest serving employee
- Public representative
- Historical figure
- Founder's son

SYMBOLS

- Family name
- Consistency
- Logo
- Land
- Location (South Moravia)
- Color
- Grapes
- Bottle design
- Vineyard
- Motto/slogan
- Family heraldry
- Product naming

VALUES

- Environment, eco-friendly, bio
- Loyalty
- Tradition
- Passion, Love of wine
- Teamwork
- Quality
- Commitment to adapt
- Openness
- Customer satisfaction
- Integrity