

Culture

Culture refers to a specific civilization, society, or group and its distinguishing characteristics.

Organisational culture refers to a system of shared meanings, including the language, dress, patterns of behavior, value systems, feelings, attitudes, interactions, and group norms of the members. Thus culture includes shared values, beliefs, and behaviours formed by the members of an organization over time. CEO's words alone, do not produce culture; the actions of managers do.

These definitions are all true. They may overstate the case a bit but indeed are true. A corporations' culture is its major strength when it is consistent with its strategies.

Leadership in today's fast changing world involves developing innovative corporate culture: a culture that recognizes employee's needs, the firm's history, the market place, and the firm's products and services.

Culture is about what is deeply valued in the system, and—here's the important part—making sure what is valued is connected to what drives success for the enterprise.

In today's economy, having the best product or making the perfect strategic move doesn't buy you much time at the top. The competition, just like everything else these days, moves faster than it used to, so that competitive advantage you just secured will very quickly deteriorate. This is why a strong culture—one that keeps you clearly focused on the ever-changing landscape of what drives success—has such competitive power. When everyone in your organization deeply understands your values and what behavior drives results, you will start seeing results that outperform the competition.

Culture change is a very necessary thing that needs to happen, one step at a time by every level in a firm.