

The culture of an organisation is an amalgamation of the values and beliefs of the people in that organisation. It can be felt in the implicit rules and expectations of behaviour in an organisation where, even though the rules are not formally written down, employees know what is expected of them. The culture of an organisation is often established by management and its policy decisions. The values and beliefs of the organisational culture usually support the organisational goals.

Values and beliefs which support organisational goals

If your business has a positive and helpful organisational culture this can help motivate staff or at least prevent them from becoming dissatisfied. This can be an attraction to prospective staff and help retain the staff you already have. If the culture/morale of your business does not satisfy your staff needs then it will probably become a demotivator, - that is it would cause dissatisfaction so people would become less inclined to want to work towards the organisational goals

How to assess the culture of your business

It is important to understand what type of culture your business has developed. Often a business will have a preferred culture as a whole. Specific business units within that business can differ in their individual culture. The preferred and actual culture could differ completely.

Measuring your actual business culture with your preferred culture will give you a clearer understanding of how your employees see your business and their roles within it.

Organisational measurement tools are designed to:

- Measure current behavioural norms, processes and outcomes
- Identify the levers for change
- Highlight barriers to organisational effectiveness
- Develop strategies for improvement
- Monitor change and improvement over time

You could hire an external consultant to assess your organisational culture by surveying or interviewing staff anonymously to determine if they are satisfied in the workplace and the processes your business can adopt and develop to improve its culture. Or, if appropriate, you could place a culture questionnaire online which staff could anonymously access and complete.

Source: National Retail Association