Your Organization's Culture: If You Don't Get It Right, Nothing Else Matters.

Description: Get on a Southwest flight to anywhere, buy shoes from Zappos.com, pants from Nordstrom, groceries from Whole Foods, anything from Costco, a Starbucks espresso, or a Double-Double from In N' Out, and you'll get a taste of these brands' vibrant cultures.

Unfortunately, company culture is often misunderstood and discounted as a touchy-feely, rather than a bottom line, component of a business. That's not the case.

As Peter Drucker, the founder of modern management said, “Culture eats strategy for lunch.” Corporate culture is one of the most important business drivers that has to be intentionally set and periodically adjusted to push long-term, sustainable success. It's not good enough just to have an amazing product and a healthy bank balance. The workplace culture can enable a company's success, or be the key to its undoing.

Corporate culture is a hot topic among businesses who want to attract the best talent, translate their values to their products and services, and show customers what they're all about. There are significant benefits that come from a vibrant and impactful culture. They are:

- Focus and Spirit: Aligns the entire company towards achieving its vision, mission, and goals
- Engagement: Builds higher employee motivation, productivity, and innovative problem solving
- Cohesion: Builds consistency and coordination among the company's various departments and divisions

Also, culture often becomes the focus of attention during periods of organizational change. Mergers and acquisitions, new systems implementations and elaborate initiatives typically fail because organizations become caught in the so-called "jaws of culture" - when the existing culture becomes inappropriate, and hinders rather than supports progress.

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