Corporate Culture and The Onion Model

Corporate Culture -

Rules, habits or practices which govern behaviour

Like gravity - Invisible force, unquestioned, unwritten, unconscious

Artefacts - Dress, Language, Office Layout, Signs, Symbols etc.

Values and Norms - Right and Wrong. Good and Bad. Rules for behaving properly

Truths - Unquestionable absolutes, unchanging constants, the way it is

"The way we do things around here"

What does "on time" mean?

Business casual

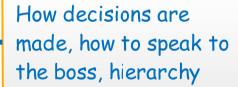
Deference to authority

Personal space

How meetings work



Name badges, job titles, corporate dress, jargon



Think different, We try harder, Think global act local

