

Core values and organizational development essay sample

[Business](#), [Organization](#)



1. Do the core values, really influence and have an impact on organizational development ? Explain. Core values are descriptions of the work we do or the strategies we do to accomplish our goal. Organization development (OD) is a deliberately planned effort to increase an organization's relevance and viability. The values underlie our work, how we interact with each other, and which strategies we employ to fulfill our goal. When organization development is our goal, we need to put the right core values on place, the values which act as the foundation on which it perform work and conduct itself. OD is the framework for a change process designed to lead to desirable positive impact to all stakeholders, customers and the environment. In TCL's case, the vision was to be widely acknowledged and bench-marked as one of the best companies in the world and the core values were;

- Care for customers
- Obsession for quality
- Care deeply about people
- Do what's right and not what's convenient
- Guarantee product leadership
- Responsible citizenship
- Relentless improvement

OD is a lifelong, built-in mechanism to improve immunity of organization's health to renew itself with the assistance of the core values. Let's take the above core values as examples. You care about your customers and they will come back to you again. You ensure your product quality, customers will

trust you and never think twice to buy your product. You treat your employees well and ensure their safety and wellness at work place, they will give you back their best service. The low emission Diesel Engines manufactured by Tata Cummins are the best example for responsible citizenship. TCL uses the most modern machineries and equipments for production, means they can deliver the best stuffs. So, its visibly obvious that a Company's core values have direct link to its growth and organizational development. Organization development is an ongoing, systematic process of implementing effective organizational change. When a firm follow its core values thouroughly and consistently, satisfying the objective of OD to improve the organization's capacity to handle its internal and external functioning and relationships , it will be the reason for its success and development.