

Corporate culture and leadership

[Business](#), [Management](#)



If I were the leader of Zappos, I would cultivate a more participative culture that would incorporate all the stakeholders including the customers in the decision-making process of the organization. This will result in stimulation of ideas which will enable all the stakeholders to always respond to shared problems with innovative suggestive and unusual efforts. This will also improve the level of morale and a sense of satisfaction amongst the employees.

A strong culture that is widely recognized constitutes one factor which contributes greatly to the success of any company. The managerial approach of most organizations tends to be characterized as being highly structured with set vision, mission and various strategies which guide its operations (Weiss, 2011). What determines the attainment of all this, depends on the organization's culture. If the employees share similar goals and objectives of the organization, the organization will tend to realize its vision and mission while there is always the successful implementation of their strategies while the contrary is true. All this depend on the ability of the management to make the employees have a good assessment of and embracing the organizations' culture.