

# [Westjet case study sample](https://assignbuster.com/westjet-case-study-sample/)

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## Introduction

WestJet Company is one of most rapidly growing airlines in Canada. Its uniqueness lies in its having developed unique culture. Now the core goal of WestJet Company is to preserve this culture despite possible culture shocks.

## Question 1

One of most important tasks of modern multinational companies is to develop such kind of culture, which will help employees bridge the gap of different origins, cultures and attitudes towards business. Peculiarities of WestJet corporate culture lie in creating the atmosphere of fun, friendliness and care. The company provided employees with decision-making responsibility, simultaneously elaborating on promoting openness of communication between management and employees. Particular attention was paid to building friendly relationships between WestJet people as they were essential to create a real team, united by ambitious goals of becoming dominant airlines in Canada by 2013 and one of five most successful airlines in the world by 2016. Most successful team-building tools were connected with the activities of CARE group and Pro Active communication team. Moreover, employees appreciated creating and running reward system. WestJet culture also had outer implications, influencing customers (e. g., answering the phone rule, building clear and transparent booking system, aiming at selling 50% of tickets at lowest fare etc.)

## Question 2

After having created a unique culture, which has proved itself to be capable of ensuring high level of loyalty towards the company both among WestJet people and clients, it is critical to be able to preserve this culture despite potential culture shocks, which may be connected with changes in both external and internal environment. To perform this task, management should, first of all, look forward to preserving current factors, which contribute to building a united culture. Secondly, more communication should be facilitated between management and employees to analyze existing and potential challenges, which can exert an influence on the culture and collaborate on finding ways to cope with them. Commitment to the principles of transparency, sharing responsibility and open dialogues is the core tool, which will help management ensure continuity of WestJet culture.