

# Behavior and communication paper

Business



Behavior and Communication: Starbucks al Affiliation Behavior and Communication: Starbucks Describe the culture of the organization.

Starbucks had existed for 43 years as a specialty coffee company whose mission is explicitly stated as “ to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time” (Starbucks Corporation, 2014, p. 1). As such, the organization has been observed to be committed to the creation of a “ culture that values and respect diversity and inclusion. We expect to be a leader in diversity and inclusion, from our partners in the field to our senior leadership teams” (Starbucks Corporation, 2014, p. 1).

Starbucks has gained global reputation for consistently being acknowledged as the most ethical company for eight years now (Starbucks Corporation, 2014). The various awards and accolades received by the corporation attested to the exemplary commitment of the Starbucks to nurture the human spirit through the exemplary products being offered, as well as through serving the interests of its stakeholders.

Discuss the types of communication this organization uses for internal and external communication.

The types of communication that Starbucks uses for internal purposes include inter-office communication modes such as email, social networking sites (Twitter, Facebook, YouTube, My Starbucks Idea), and through phone. Likewise, for external communication, its official website disseminates contact numbers through the ‘ contact us’ portal where email, mail, phone, and customer service links are provided.

The extent to which communication in an organization is determined by the organization’s culture.

Since the culture of the organization focuses on inclusion and diversity, as <https://assignbuster.com/behavior-and-communication-paper/>

well as commitment to nurturing the human spirit, their types and modes of communication are consistent with the organization's culture. Through open lines of communication in various modes and medium, Starbucks has signified a proactive and determined stance to generate inputs, comments, suggestions, and inquiries from its varied stakeholders (employees, customers, investors, shareholders, management, suppliers, and community members). Concurrently, their pronounced commitment for social and corporate responsibility also attests to the dedication to their organizational culture, as well as the values of diversity and inclusion being promoted. The information being made available to the public through their official website conforms to their commitment to the organization's culture through signifying that all facets of operations, as well as the strategies designed to achieve their mission, vision, and goals are explicitly communicated to their stakeholders.

Do the espoused values of the selected organization align with its enacted values?

The espoused values of taking extra care of their products, partners, employees, the environment, and the community, definitely align with the enacted values. This is evident from the awards and recognition received by the organization, being pegged as belonging to the world's most ethical companies (Starbucks Corporation, 2014). In addition, current and future thrusts of the organization has stipulated assuming a proactive stance in building a participative and interactive engagement model. As emphasized by the president of Starbucks, Cliff Burrows,

“ We will reach out to leverage diverse points of view, talents and capabilities. We will work and think across teams, functions and businesses;

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across markets, channels and organizations; across cultures and communities; across physical and digital spaces. The goals of the Diversity and Inclusion team include building a diverse workforce, increasing cultural competencies, shaping a culture of inclusion and developing a diverse network of suppliers” (Starbucks Corporation, 2014, p. 1). Coming from the officer who heads the operations of the company, the commitment to ensure that espoused values are actually enacted have been appropriately communicated, acted on, and pursued through plans in the future.

#### References

Starbucks Corporation. (2014). Diversity and Inclusion. Retrieved from starbucks.com: <http://www.starbucks.com/responsibility/community/diversity-and-inclusion>

Starbucks Corporation. (2014). Our Starbucks Mission Statement. Retrieved from starbucks.com: <http://www.starbucks.com/about-us/company-information/mission-statement>