

Organizational culturepsychology



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Restaurants fall in the hospitality industry whereby communication is very central to the performance of the organization. Organizational culture refers to the way things are done in a given organization. Organizational culture encompasses the values that employees in a given organization hold to.

Organizational culture may also encompass the ideals that the organization upholds, the ideology that staff in a given organization ascribe to, the mission and vision of a given organization, the technology used in a given organization, the artifacts, symbols, and stories that members of a given organization hold dear to them and finally, organizational culture entails how conflicts are solved in an organization as well as how communication and workforce diversity are managed. How communication flows in any organization goes a long way in determining how the given organization responds to market forces.

Restaurants have a culture, which defines them. Communication flow is very important to restaurant management given the fact that, bottom line employees are just as important as the top management employees in restaurants. The nature of business conducted by restaurants demands that the bottom line plays a marketing as well as a public relations role given the fact that it is the bottom line who serve clients. As a result, how the bottom line communicates to the clients and amongst themselves can make or break the reputation of the organization.

Poor communication skills are likely to put off potential clients, as patrons like to be treated as important and with respect. Communication flow in a restaurant takes two dimensions. The two dimensions of communication flow

in restaurants are horizontal communication and vertical communication. Unlike in other organizations, horizontal communication takes place amongst employees in the same job group as well as amongst the employees at the front desk and the patrons. Vertical communication takes place between the bottom line and the top management in an organization.

Organizational diversity plays a critical role in restaurants. This is mainly because restaurants are businesses, which offer services such as foods, which are consumed by everyone and for the restaurants to respond to market demands they have to embrace cultural diversity. Cultural diversity can be demonstrated in the kind of products restaurants offer. For instance, restaurants offer a wide variety of menu targeting all cultural groups in the area where restaurants are in operation.

In order for restaurants to be effective in addressing diversity, the packaging, the types of foods served, the means of serving, the etiquette observed in the restaurants, the mannerisms, which employees adapt all play an important role. Where restaurants ignore the value of cultural diversity, success is hardly achieved but where organizations respect the need for diversity prosperity is realized. (Kochan, 2003). Another area in which organizational diversity is manifested in restaurants is in the workforce.

Workforce diversity refers to the composition of employees and the entire staff in which staffs are drawn from various cultural backgrounds. Workforce diversity goes beyond culture but also reaches out to the area of experience whereby restaurants embark to recruit for instance, chefs with different

levels of experience so as to come up with a team, which is functional and efficient. Workforce diversity also seeks to draw staff from different levels of academic excellence.

Restaurants have different levels of labor needs, for instance, unskilled labor is needed in restaurants to do manual jobs such as laundry, doing utensils as well as general maintenance. Clearly this nature of jobs cannot be handled by semi-skilled laborers who are assigned to more specialized jobs such as processing documents as well as doing procurement. When it comes to skilled labor restaurants employ chefs who are professionals in cookery as well as managers specialized in restaurant management.

The above clearly demonstrates the need for organizational diversity in restaurants. Dress and language are very important in restaurants. Indeed, the code of conduct for hospitality workers calls for a dress code, which sends a message of tidiness and cleanliness to customers. Traditionally, restaurant workers have been clothed with white garments, which serve to ensure that workers in restaurants maintain cleanliness to the highest standards.

The language used in restaurants is particular to restaurants in that there are technical or jargon languages specific to restaurants and, which must be used for proper communication to take place in restaurants. Therefore it is correct to say that dress and language play an important role in restaurant business when it comes to defining organizational culture in restaurants. (Schermerhorn, Hunt & Osborn, 2005). In conclusion, it has become evident

from the discussion above that the observable aspects that define a culture of a given organization are central to the performance of that organization.

Although communication flow, organizational diversity, dress and language, conflict management, organizational policies, technology as well as artifacts, symbols, and stories are important in defining organizational culture it is how an organization manages communication, how an organization handles diversity as well as how the organization specializes in dress and language that matter most when it comes to defining organizational culture.