

# Group assignment - project goals and purpose

Business



Project Goals and Purpose Affiliation: The project aims at showing clearly the link between value, culture and high performance of a company. This will be demonstrated through dwelling on the issue of value and its importance to an employee and the company. The other objective is on how culture which is created more by the employees and linked to the values and goals of the company propel increased performance, lead to gaining competitive advantage in the industry and leads to the general results of job satisfaction.

The two main objectives on values and culture combined will provide evidence of the high performance in any work place. The project will demonstrate that when employees are given the freedom to air and follow their values and add to the culture of the work place, they get the ownership of the job and hence develop the need to continually foster its growth through performance increase despite the challenges they might encounter (Rosenthal and Masarech, 2003, pg. 4).

Values as explained by Sisk, (2003) are about doing the right thing by an individual. Culture involves the behaviour and practices in an organization which the employees, management and customers surround themselves with. Culture is fostered and maintained by the values of the employees and with a good corporate culture, both employees and customers will be satisfied and this means that their performance and business will increase tremendously and the ultimate results being high performance and gaining competitive advantage in the market place. Culture grows with the addition of new employees (Smith, 2014) and in order to maintain the high performance and fulfil the objectives of a company, growth in culture must be allowed and even encouraged.

<https://assignbuster.com/group-assignment-project-goals-and-purpose/>

## Reference

Rosenthal, J. and Masarech, A. (2003). " High-performance cultures: how values can drive business results." *Journal of Organizational Excellence*, pp. 3-18. DOI: 10. 1002/npr. l0062

Sisk, M. (2003). " Corporate Values and the Bottom Line." *Harvard Business Review*.

Smith, F. (September 11th, 2014). " Atlassian, Australia's Best Place to Work, to ' gamify' recruitment." *Financial Review*. Retrieved from: [http://www.afr.com/p/leadership/atlassian\\_australia\\_best\\_place\\_to\\_KMEEYtOaoxEFnhWsochf](http://www.afr.com/p/leadership/atlassian_australia_best_place_to_KMEEYtOaoxEFnhWsochf)

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