

The strong culture perspective

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In the strong culture perspective, the scholars believed that those companies with strong culture have a better organizational performance as compared with other organizations. It is said that strong culture is a talent attractor and a talent retainer with a consensus on the values which drive the organization with an intensity which is easily seen even to the external individuals (Quick, 537). In an article by Lewin (1), he has mentioned that the 1990s were marked by superiority of CEOs and leaders and by organization with strong culture.

Accordingly, organizations with strong culture are companies with members that share common behavioral norms, values, expectations and beliefs. In lieu with the companies of this research it can be said that both Gap Inc and PacSun Inc has a strong organizational culture. For instance, Gap Inc and PacSun Inc have a culture with a loyal employees and gives emphasis on providing quality customer services. It can be said hat both retail stores has been able to share commongoalswith their members.

In Gap Inc. the goal is to provide products that would fit the personal styles of their target market by having employees that would enable them to be creative and innovative (Gap Inc, 1). It can be said that the leaders of the Gap has been able to initiate strong culture by letting the employees have a common goal and share common values which enable them to become a company that have a better performance specifically in retail industry. On the side of the PacSun, they have employees who have the ability to provide the needs and demands of the customers or target market specifically in the skateboarding and other water sports. You can also read about relationship between power and leadership

In addition, past and present leaders of PacSun have the ability to motivate their employees to be more productive and to provide quality products and services among their employees (PacSun Inc 1). Analysis shows that both companies have been able to have strong culture, by having a common goal and sharing common behavior and values, within the entire company. Each of the of Gap and PacSun have been able to strategically adhere to the needs of initiating strong culture as part of the business operations and functions.