

Organizational culture

Business



Organizational structure Organizational culture Organizational culture is a system of shared values, beliefs, and assumptions that show employees what is inappropriate or is appropriate behavior. The values strongly influence on worker's behavior and organizational performance. The visible aspect of organizational culture is reflected in symbols, artifacts, and visible behavior of workers. In this context, I chose Starbucks as a coffee producing company with a visible organizational culture.

Starbucks's Organizational culture

Starbucks's culture seeks to first connect with the employees, then with its customers since the company believes that if employees are treated well, they extend the welfare to customers (Randle and Flamholtz, 2001). To treat its workforce appropriately, the company offers part time and full-time employees to access full benefits in health care, discounted stock purchase strategies/stock option, and other personal benefits. Starbucks offer friendly services, flexibility in working hours by the employees, and a welcoming atmosphere.

The organization works with farmers who grow coffee beans to affect their lives positively, since coffee growing regions seem to be extremely poor yet the cost of coffee has slowed down due to oversupply. Baristas at Starbucks are proud of both the training they access and the company they work for. Upper management is evidently diverse as compared to most big companies in the United States. The company's reputation has been built by all this principles for a more liberal and progressive large corporation.

The company believes in employing exceptional people who are enthusiastic to work and produce excellent outcomes. In exchange, they are committed to the development of their good people through identifying, developing,
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training, promoting, and rewarding those employees who are committed to moving the company forward. Its employees are also included in the decision making process of the company to allow honesty and transparency (Randle and Flamholtz, 2001).

Starbuck's values

The company's culture promotes its core values. It has guiding principles that help it measure the suitability of its decisions. They include:

Providing a great work setting and treat one another with dignity and respect.

Embrace diversity as a necessary component of the way business is carried out.

Develop satisfied customers always

Apply the utmost standards of excellence in roasting, purchasing, and delivery of fresh coffee.

Contribute a positive image to the community and its environment

Recognize that profit making is vital to their future success.

An effort to build a popular company, which will never cease to pursue a perfect cup of coffee.

An ethical mission and ethical value statement that states that Starbuck is committed to an environmental leadership role in all facets of their business (Randle and Flamholtz, 2001).

As a result, Starbuck's reputation and organizational culture, its performance has greatly improved. It is an extensively profitable organization, its earnings in 2004 was an excess of \$600 million and generated revenue above \$5000 million in the respective year. It has been ranked as a global coffee brand based on a reputation for fine services and products with almost 9000 cafes

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within forty nations. Starbucks was among the fortune top 100 organizations to be employed by in 2005 since it is a respected employer that highly values its workforce. This satisfies it to be a progressive company.

Reference

Randle, Y & Flamholtz, E. (2001). Corporate culture: The ultimate strategic asset. New York: Stanford University Press.