

Google's testing  
culture-assignment-  
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Google Testing Culture Google forms one of the most successful companies that the world has ever had. Among the reasons for its immense success is the fact that they insist on quality and promote innovations. Its greatest asset has been highly dedicated staffs who work as a team.

Following the increasingly complex and competitive business market, Google chose to adopt a change of culture so as to remain relevant and maintain its customer base. The change, which was successfully implemented, was as a result of Google's highly efficient management and organizational structure. Google's top management has always encouraged innovation, and the same is clearly outlined within their policies. With a highly competent and dedicated staff that goes for quality, it became easy to achieve culture change, as it was essential for its success.

This change of culture may not necessarily work for other companies. This may be because, for one, various companies have different organizational structures with different policies. Some of these policies are not geared towards promoting innovation, and this makes the workers lack the incentive for the same. Secondly, not all companies have managers, who are ready to embrace the innovative culture. This, therefore, becomes a weighty hindrance towards culture (Anthony, Kacmar and Perrewe, 2010).

. Google's need for quality products, their efficient management system and dedicated employees led to their culture change. For example, Google has divided its staff according to what they do best in the innovation process.

They include; the creative geniuses, innovative champions and innovative

leaders. Creative geniuses are involved in searching for insights and their subsequent development into ideas. In a way, they add value to the innovation process. Innovative champions help people with creative ideas to overcome challenges that limit their creativity while innovative leaders make policies that promote innovations. With this unique team, Google has managed to be at the top of the list of best performing companies.

#### Reference

Anthony W. P., Kacmar M. K., & Perrewe P., (2010). A strategic Approach. Ohio: Cengage Learning.