Corporate Culture & Character Part 1: Definitions

Corporate culture is defined as a way of thinking, behaving, or working that exists in a place or organization. It is usually reflected in the set of shared attitudes, values, goals, and practices that characterizes an institution or organization. This pattern of collective behaviors and assumptions are taught to new organizational members as appropriate behaviour for various situations.

It is known that although a company may have their "own unique culture", in larger organizations, there is a diverse and sometimes conflicting cultures that co-exist due to different characteristics of the management team. This means that attempts by an organization to establish and reinforce a unique culture may not succeed completely due to leaders and/or managers having different characteristics that may not be totally aligned with the corporate culture.

This brings us to what is a characteristic. Characteristic is a distinguishing quality that helps to identify, tell apart, or describe recognizably a person, for example, generosity. A group of characteristics that distinguishes a person is referred to as character.

Why is the establishment and communication of corporate culture so important that it is one of the main responsibilities of a President / Chief Executive Officer of a company? It is important because it is believed that the establishment and reinforcement of an appropriate culture is a strong competitive edge essential to the fulfillment of the organization's vision and mission.

In closing this first part, I want you to think about Christianity as a culture, a way of life. The Holy Spirit is like the President/CEO of an organization working on each Christian to develop character that aligns with the Christian culture.

Have a blessed month.