organization work culture– Aprovingoverning Factor For The Success Of An Organization.

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Abstract
In today’s modern management world, the three major challenges for any organization would be foremost moving in pace with the ever changing business dynamics, followed by sustaining the global competitors, and most importantly continue to invest in strategic initiatives to drive and retain the right and talented workforce to achieve desired results. So, it is evident that afore three factors together form a very delicate tripod that every organization needs to strike a proper balance, else it is very inevitable that organizations fumble with success. Surprisingly, besides giving a serious consideration to technological advancements and disruptive thought process, today’s organizations are striving sincerely and consistently putting best efforts to foster work culture and build right workplace(s) such that they have the right and/or desired talent to align themselves against any business, strategic and operational objectives and add value.

Background
Employee engagement and happiness at workplace are definitely one of the topics of prime importance for today's modern management and the future of work. Apparently, there were lot of studies which came out (and continue to), deliberates on the question 'Why it's important to understand what employees actually want and what do they actually care about?' or 'What are the key factors governing the employee engagement aspects that makes a company to standout as 'Popular Employer'? Although studies reveal various answers, the predominant one's that employees constantly care about are following viz.

a) Good work-life balance
b) Appreciation for your work
c) Good relationships with colleagues
d) Good relationships with superiors / reporting managers
e) Attractive fixed salary
f) Job security
g) Learning and career development
h) Company values
i) Company’s financial stability

Fortunately, the aforementioned factors more or less remain the same regardless of the type of the organization and geographies where the workforce's are spread across. However, the order or priority varies. This can be better explained from an Indian workforce perspective, wherein employees choose 'competitive salary' and 'employee benefits' to be their top most priority while good work-life balance and job security stands next in the list, as per a popular research study. (Reference: Randstad Employer Brand Research 2017). Specifically, from Indian IT Professional's perspective, they always are inclined and opt for the employer who offers very good 'Work-Life Balance', and this is possible only when organizations promote right organization and/or work culture.

The term culture actually features to basic value associated, be it a person or an organization. Similarly, company work culture refers to the gamut (values, behavior, attitudes etc.) that are both followed and imbibed by everyone in the company, starting with the CEO to the lower level employees in their day-to-day work routine.
Why Organization work culture is very important?

The company work culture is important because it helps in business, in employee matters and overall, the work culture makes the working place and people happy. Here is what the brighter & flip side of work culture can be either understood or interpreted viz.

1. Presence of good work culture helps in establishing company’s identity: It is definitely not sales’ figures or profits that define a company but its work culture do. The work culture is the actual underlying gene of the company and helps in creating a unique identity for the company.

2. Absence of work culture creates havoc: If the company does not have a good work culture, it means there is an unhealthy tryout going around, which might lead to the employees growing selfish, does not encourage team work, thereby killing the sense of team spirit, resulting in low productivity and lot of negativity, which will eventually affect the entire business and the future of the company.

Critical perspectives and Impacts

Following are some of the key dimensions to look into to understand and appreciate the prominence of work culture and its associated impacts viz.

- Primarily, it helps to build company's reputation. A healthy work culture attracts talented employees to the organization. It spreads positive vibes about the company thereby nurturing its reputation. It also helps in adding to the customer base of the company and thereby raising the finances, because customers like to buy products from reputed companies because of the faith that they follow fair practices in working and manufacturing.

- Healthy work culture works as an amalgamating force: It is evident that there is a blend of people in an office, with different attitudes, different temperaments and outlook and also from different cultural backgrounds. A healthy work culture brings all of them on a common platform and have them to stick together as one, because people know that their interests are protected.

- Employees feel connected with the vision and objectives of the company: When they work with a perfect sense and more responsibly, the employees know what is best for their company and hence they develop a closer bond with the company. The effect is that they work hard to achieve its objectives as they understand the vision of the company better.

- A good work culture helps the company develop an insight: A good work culture enables the company to check how they are evolving with their business and helps them to align accordingly, to ensure that their vision and revenues are in sync with the values that they believe in.

- The company’s work culture sets limits, rules, right tone and rhythm: The work culture gives a proper casing to the policies, decisions and rules that it encompasses, which together tend to build a strong foundation for the company, on which it slowly start to shape its future and evolve.

- A good work culture helps in employee retention: encouraging and optimistic work culture in the company always values its employees and compliments their contribution. This helps in creating a positive workplace for the employees where they feel acknowledged and valued, thereby strengthen the requisite professional bonding at work. This not only enable the company to earn loyal employees but also cuts down costs spent in recruiting new employees.

The support the aforesaid perspective - A study conducted by Dale Carnegie Training (a few years back) infer that an alarming 54 per cent of Indian employees seem to be dissatisfied with their jobs, sending out a strong indication that organizations need to give a thoughtful consideration about initiating proactive measures to withstand the engagement and improve satisfaction. This is exactly in contrary to common belief wherein, compensation and appraisals are the only factors that bind employees to an organization for a longer duration. But in reality what matters is whether the employee feels happy and satisfied at his/her work place is a crucial dimension to look into. Because it is evident a dissatisfied employee who feels wrangled by the questions and indictments
by peers, colleagues or reporting managers will be the first one to step out chasing back of another decent job opportunity, irrespective of the fact the employee is offered with a lucrative compensation.

- Good work culture promotes high productivity: A positive work culture enhances the morale of the employees, which enables them put their best at work, and technically bring in high productivity thereby scaling up profits margins. Eventually, helps to improve the overall financial health of the company.

- Good work culture helps in enhancing the quality of products: it’s apparent that healthy work culture motivates employees to ensure that quality in their service and work remain absolutely intact. As long as employees are with a sense of ‘at home’ while they are at work, it is assured that work done or being delivered will remain absolutely inline with the quality standards defined by the company.

- Work culture encourages involvement: A good work culture means everyone in the team is heard, acknowledged, appreciated and valued. So, having such practice in place, will keep each employee inspired, get involved and contribute more.

- Good work culture actually help create / brings out a leader: as afore stated, encouraging and motivating work culture will keep people to stay inspired, take initiatives and enables them to view their responsibilities and duties more sensibly, promote and inculcate leadership skills.

- Good work culture helps employees to accept and/or react to change: it’s proven that a finely honed work culture makes employees admit the changes with a very positive intent and approach. Nevertheless since good work culture stimulates more trust and openness, this itself provokes employees to initiate or start working towards change, by piloting new ideas and thought process.

- Work culture do have positive impact on the recruitment / hiring process: it is understood that a good work culture help build a good reputation for the company, this actually brings in a positive cascading effect of making the recruitment process much easier, seamless and more result oriented because people would never say NO to work for a company which is rich in culture and values.

- Above all, work culture brings in very good cooperation (both professional and personal fronts) among workforce: It’s obvious that a positive work culture facilitates mutual cooperation and requisite binding among the people which leverage’s the teamwork. This is equally one of the prerequisites that make a workplace happy.

  It is widely accepted fact that a positive ambience can have a significant impact on your performance, be it from the times of your schooling, college or your contemporary workplace. No matter how talented and smart an individual (Skill, Knowledge, Competence and Abilities) could be, he/she can work to the best of their capabilities only when they are surrounded by an encouraging ecosystem. Hence, work culture is important in bringing out the best from your workforce even in unfavorable or opposing circumstances. On the contrary, the lack of such zeal not only kills creativeness and determination to perform, but also desists an employee to develop a sense of accountability towards work and affection towards the organization.

  In summary: it’s an agreeable and proven point that workplace is where you spend more than one-third of your life. So, logically if a person / an employee is happy and satisfied at work, it will echo in his/her overall personality and growth as a complete individual. Hence, the overall positive impact of a good work culture is not just on the productivity or on overall employee satisfaction, but the cascading impact is on the overall identity of workforce who work for the organization.