Corporate culture 1

You are going to watch a programme about a company which feels it is important to treat all employees fairly and equally. Think of all the things the company might do to carry this out.

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1.1.1 **Watch the video and find out what the company actually did.**

3 Watch the video again and answer the questions.

1 What exactly was the change that Gravity Payments made in their pay to employees?
2 How did this change help Korinne?
3 What was Alyssa able to do?
4 What did some senior staff do in response to the change and why?
5 How did this change directly affect the employees and the quality of their work?
6 What positive effect did the publicity about the increase in salaries have on the company?
7 What did one of their customers say about the change?
8 What did staff do to thank their boss?

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Vocabulary Elements of corporate culture

5A **Match 1–4 with a–d to make sentences from the video.**

1 We talk about the 'culture' of a company – this might mean its dress code or	a go up to $70,000 a year.
2 Dan Price announced the company's minimum salary would	b recognised in the new more equal pay structure.
3 We are going to have	c the way in which staff communicate with their managers.
4 They felt their skills and experience were not	d a minimum $70,000 pay rate for everyone that works here.

6 **Decide if the definitions of the underlined words are correct. Correct the incorrect definitions.**

1 Company hierarchy refers to staff organised on one level.
2 The values of a company are the amount of money the company is worth.
3 Organisational behaviour looks at how people in an organisation work together and how this affects the organisation as a whole.
4 A good atmosphere in a company means that employees can open the windows when they want to get fresh air.
5 A strategy is a plan for achieving an aim.
6 Company structure means that the company has a very strict hierarchy.
7 The image of a company refers to the TV commercials a company produces.
8 An open-plan office is one which does not have walls dividing it into separate rooms.
9 Flexibility refers to people or plans that can be changed easily to suit any new situation.

7 **Complete the text using the words in the box.**

atmosphere	code	flexibility	image	pay	strategy	structure	values

Corporate culture is different from company to company but very often it is connected to the [1]_____ the company has. This affects the company [2]_____ as well as the [3]_____ rate. Some companies are more formal and have a specific dress [4]_____ while others feel that it's important to have [5]_____ in what people can wear. Asking employees for input when developing a(n) [6]_____ for the future can make employees feel valued and can help to create a good [7]_____. Each company has to decide these issues for itself and they all go together to create the [8]_____ the company has both internally and externally.

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