

Corporate culture

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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?

Vocabulary Elements of corporate culture

★5A Match 1-4 with a-d to make sentences from the video.

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| 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.