

فرهنگ مدیریت
Culture Management

فکر کنید - مراحل را که برین - بردت تدریجی و مداوم

Every company has its own "personality" or culture. For an organization to be successful over the long term, its culture needs to be managed effectively.

Management Systems' culture management products/process are designed to help firms define their culture and understand how it affects behavior and organizational success. The process serves as input to the development of strategies for systematically managing culture as a competitive advantage.

سازمانی

خدمت یاری - کار

نزدیک کردن روشن - بسته - سیم
 What is the Management Systems approach to Culture Management?

Management Systems views culture and its management as one of the six key factors (contained in the Pyramid of Organizational Development) that contribute to organizational success over the long-term.

Although the concept of corporate culture may seem abstract, we know that it can have a profound impact on corporate success and profitability.

Culture management focuses upon:

- Identifying what the culture really is (versus what the company says or thinks it is)
- Determining what the culture should be to promote behavior consistent with the company's goals
- Developing a plan to take the company from where it is to where it needs to be with respect to its culture

چگونه فرایند هدایت مدیریت فرهنگ
 How is the Culture Management Process Conducted?

Management Systems can provide the following services to assist your firm's culture management process:

The Culture Audit

Step ۱: Data Collection

Management Systems uses a variety of techniques to collect information on a firm's culture and the systems, structures, and processes that support it.

a) Interviews

We conduct one-on-one interviews with selected employees to help identify the nature of the company's culture.

We may also conduct small group sessions to collect information on the organization's current and "desired" cultures.

b) Culture Survey

Depending upon the company's needs, we may design and administer a customized culture survey to a large, representative sample of employees.

c) Organizational Development Surveys

We may also administer our proprietary Organizational Effectiveness and Growing Pains Surveys to those we interview. These surveys help identify the extent to which the company is experiencing problems with respect to its systems, structure, and culture management process.

Step ۲: Data Analysis and Report

An experienced Management Systems team analyzes and synthesizes the data collected. We then prepare a report for the company that outlines:

- the elements of the firm's current "real" culture

- ^{شکاف} gaps (if any) between the current culture and the culture that management ^{تمنایات} desires for the organization
- the organizational systems, structures, and processes that are supporting the current culture ^{مراحل} and ^{تعمیرات کنده} either reinforcing or ^{مسدود} obstructing the desired culture
- ^{پیشنهادات} recommendations designed to increase organizational effectiveness and ^{بهبود} improve management of the desired culture.

Step ۳: Presentation and Discussion of Findings

Culture Workshop

Our culture workshops are designed to assist participants in:

- ^{تفهم - درک} understanding what culture is
- ^{توسعه} developing an understanding of their firm's current culture
- ^{ایجاد} creating a statement of their firm's desired culture (i.e., what the culture should be to support the achievement of their goals)
- ^{آغاز} beginning to develop ^{مراحل عمل} action steps for managing their firm's culture more effectively

This type of workshop may be conducted on a stand-alone basis, or may be incorporated as part of the culture audit process or as a final step in the culture management process