

WIRED FOR RESULTS: BONUS GUIDE

CHAPTER 2: THE CULTURE

Guide to Understanding Which Culture Best Describes Your Company

The Culture is one of the most important components of any company and defined by the company's management leadership. Wired for Results detailed the different types of cultures in a company.

An article published by The Tipster⁽¹⁾ said: "According to Robert E. Quinn and Kim S. Cameron at the University of Michigan at Ann Arbor, four types of organizational culture exists: Clan, Adhocracy, Market, and Hierarchy."

To help you determine which culture type best suits your organization, we have created a series of sample questions to help you define the type of culture that best fits your style of management. In each section, household brands have been included to guide you in your selection further.

There is no right or wrong answer. What is important is that the type of culture is proactively defined to ensure the company and its organization are aligned with one another.

The Four Types of Organizational Culture



Clan-Oriented Culture

01



Adhocracy-Oriented Culture

02



Market-Oriented Culture

03



Hierarchy-Oriented Culture

04



Clan-Oriented Culture

Clan-oriented cultures have a similarity to family life. They focus on nurturing, mentoring, and doing things together as a family would.

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| 1 | Guarantee that everyone wins. | 6 | Provide team building exercises on a regular basis. |
| 2 | Provide proper and effective training to everyone | 7 | Have a confidential ombudsman available to address sensitive issues. |
| 3 | Allow experimentation even if it means possible failure of the objective. | 8 | Offer a variety of snacks in the kitchen if it's a brick-and-mortar business. |
| 4 | Ensure no one is left behind. | 9 | Recognize everyone in the business. |
| 5 | Celebrate success no matter the size of the victory. | 10 | Maintain a customer appreciation program as a regular part of the business. |

If you relate to the statements above, you are in great company with other clan-oriented companies like Zappos, Allstate, Campbell, Gerber and Kraft.



Adhocracy-Oriented Culture

Adhocracy-oriented cultures tend to be entrepreneurial and dynamic. Their focus involves risk-taking, innovation, and being first at doing things.

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| 1 | Always think out-of-the-box and push the innovation envelope. | 6 | Allocate a budget for new technologies, tools, materials, etc. to promote innovation. |
| 2 | Be recognized as a market trendsetter. | 7 | Focus on the latest trends to leverage. |
| 3 | Constantly introduce experimental ideas into the company. | 8 | Provide a stress-relief environment like playing games to promote creativity. |
| 4 | Encourage ad-hoc, dynamic teams formed for an experiment. | 9 | Run a contest to create the next cool thing. |
| 5 | Reward and recognize team members to help create instant credibility in the marketplace. | 10 | Be featured on TED talk to speak about an invention |

If you relate to the statements above, you will associate with other adhocracy-oriented companies such as Google, Amazon, Virgin America, Tesla, and Uber.

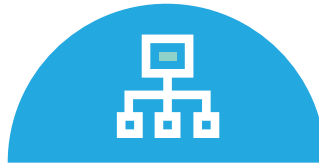


Market-Oriented Culture

Market-oriented cultures tend to be results oriented and focus on competition, achievement, and getting the job done.

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| 1 | Develop strategies and action plans to beat the competition. | 6 | Incentivize competition among teams to achieve the best results in the department. |
| 2 | Create marketing plans to achieve three industry-specific awards next quarter. | 7 | Provide an objective daily measurement of meeting key objectives. |
| 3 | Ensure that each project has the highest possible probability of success. | 8 | Show customer appreciation on a regular basis to keep existing customers engaged. |
| 4 | Develop the most competent team to achieve our goals. | 9 | Focus on increasing market share through strong marketing campaigns. |
| 5 | Create several ways to celebrate the team and individual success. | 10 | Implement sales incentives for sales personnel to exceed their goals. |

If you relate to the statements above, you are focused on results with other market-oriented companies including Nike, Apple, Pepsi, Walmart, and Accenture.



Hierarchy-Oriented Culture

Hierarchy-orientated cultures are structured and controlled, focusing on efficiency, stability and doing things right.

- 1 Establish reporting chain of command.
- 2 Define limits of authority for each position in the company.
- 3 Specific monthly goals with the appropriate monitoring mechanism.
- 4 Itemize onboarding process for each new employee.
- 5 Outline performance measurement throughout the company.
- 6 Implement a continuous improvement program.
- 7 Tie annual goal setting with the budgetary process.
- 8 Control expenses through defined policies.
- 9 Implement federal and state hiring guidelines throughout the company.
- 10 Measure progress in key areas of the company.

If you relate to the statements above, you are among well-known hierarchy-oriented companies like USAA, Wells Fargo, JPMorgan Chase and Bank of America.

REFERENCE – CHAPTER 2

(1) The Tipster. 4 Types of Organizational Culture. May 14, 2013. <http://artsfwd.org/4-types-org-culture/>