

Culture Building Strategies

Below are examples of visual elements of culture that can help ImaKam achieve its goal of emphasizing teamwork and efficiency. Fill out the descriptions of each, providing at least one example that could help build a culture of teamwork at ImaKam. Save your completed document and submit it to the assignment drop box.

Review the following Strategy 1 example and appropriate responses, then think of how you would respond to strategies 2-4. Utilize the *Organizational Culture* manual to guide your definitions of the types of visual culture and how organizations can engage employees. Use your imagination to create examples of each type of culture building strategy for ImaKam.

Strategy 1: Rituals (Example Answers Provided)

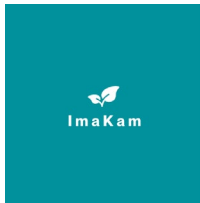
What is it and how does it build culture?

Repetitive activities within an organization that have symbolic meaning. Rituals help maintain a small-company atmosphere, ensure employee involvement and accountability, communicate a performance orientation and demonstrate taking quick action.

What could ImaKam do to utilize this strategy?

There could be a daily all-staff meeting to bring everyone together to start the day and involve everyone in the daily schedule. The meeting could end with a group chant of the ImaKam motto.

What is another example of a ritual ImaKam could implement? (1 Mark)



Strategy 2: Rules and Policies

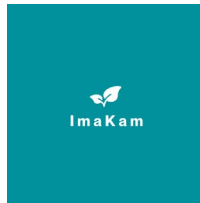
What are they and how do they build culture? (2 Marks)

What could ImaKam do to utilize this strategy? (1 Mark)

Strategy 3: Physical Layout

What is it and how does it build culture? (2 Marks)

What could ImaKam do to utilize this strategy? (1 Mark)



Strategy 4: Stories

What is it and how does it build culture? (2 Marks)

What could ImaKam do to utilize this strategy? (1 Mark)