

What is Organizational Culture?

Worksheet

Organizational culture is the unique identity of a company - its values, norms, and unwritten rules that guide how people work. Strong culture drives engagement, retention, and performance.

Questions

1. Which best describes organizational culture?
 - A) Company policies and procedures
 - B) Shared values and unwritten norms
 - C) Organizational hierarchy
 - D) Marketing strategy
2. What is the primary impact of strong organizational culture?
 - A) Lower wages
 - B) Higher employee engagement and retention
 - C) Reduced innovation
 - D) Faster decision-making alone
3. How long does it typically take to change organizational culture?
 - A) 1-2 weeks
 - B) 1-2 months
 - C) Months to years
 - D) Impossible
4. Which is an example of a cultural norm?
 - A) 9-to-5 office hours
 - B) 'Fail fast, learn faster' mindset
 - C) Salary bands
 - D) Dress code policy
5. Apple's perfectionist, design-focused culture drives what outcomes?
6. A startup has high turnover, blame culture, and long hours. What's likely broken?
7. Google encourages experimentation; 20% time for side projects. Why?
8. Define: What is organizational culture?
9. Define: Why does culture matter in business?
10. Define: Difference between culture and strategy?

Answer Key

1. B) Shared values and unwritten norms - Culture is the system of shared values, beliefs, and norms - not policies or structure.
2. B) Higher employee engagement and retention - Strong culture boosts engagement, retention, and often performance.
3. C) Months to years - Culture change requires sustained effort - leadership, hiring, training - measured in years.
4. B) 'Fail fast, learn faster' mindset - Norms are shared beliefs that drive behavior beyond written rules.
5. Culture emphasizes precision and innovation premium pricing justified Brand loyalty and employee pride increase Attracts design-talent and creative problem-solvers
6. Unhealthy norms: work-life imbalance, fear of mistakes Low psychological safety people leave Best talent exits first; innovation stalls
7. Culture values risk-taking and learning from failure Employees motivated to innovate (Gmail, Maps born this way) Retention high; reputation attracts top talent
8. Shared values, norms, and behaviors that define how a company operates.
9. It affects employee engagement, retention, customer loyalty, and financial results.
10. Strategy = what to do; culture = how we do it.

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