**A2 Business Studies Corporate Culture**

***Task:*** *Work in groups to prepare a short presentation of the main points of each corporate culture type to teach to the rest of the class. Remember to include examples of businesses which may have these types of culture. Produce on a spider diagram.*

**Power Culture:**

This is concentrating power among just a few people. It is associated with autocratic leadership. Power is concentrated at the centre of the organisation. Swift decisions can be made as so few people are involved in the making of them. As group work is not evident in a power culture, the organisation can react quickly to dangers around it as no consultation is involved. However this culture has its problems, lack of consultation can lead to staff feeling undervalued and de-motivated, which can also lead to high staff turnover.

**Role Culture:**

This is most often associated with bureaucratic organisations and is where each member of staff has a clearly defined job title and role. People in an organisation with this culture operate within the rules and show little creativity. The structure of the organisation is well defined and each individual has clear delegated authority. Power and influence come from a person’s position within the organisation. The role culture has the benefit of specialisation. Employees focus on their particular role as assigned to them by their job description and this should increase productivity for the company. This culture is quite logical to organise in a large organisation.

**Task Culture:**

This is based on cooperation and teamwork, where groups are formed to solve particular problems. There will be lines of communication similar to a matrix structure. Such teams often develop distinctive culture because they have been empowered to take decisions. Team members are encouraged to be creative. A task culture clearly offers some benefits. Staff feel motivated because they are empowered to make decisions within their team, they will also feel valued because they may have been selected within that team and given the responsibility to bring the task to a successful end.

**Person Culture:**

This is where individuals are given the freedom to express their views and make decisions for themselves. There may be some conflict between individual goals and those of the whole organisation but this is the most creative type of culture.

**Entrepreneurial Culture:**

This encourages management and workers to take risks, to come up with new ideas and test new business ventures. Success is rewarded in an organisation with this culture but failure is not necessarily criticised as it is considered an inevitable consequence of showing enterprise and risk taking.