



Report on the
ORGANIZATIONAL CULTURE

Unit of **Demo company**

25.09.2018



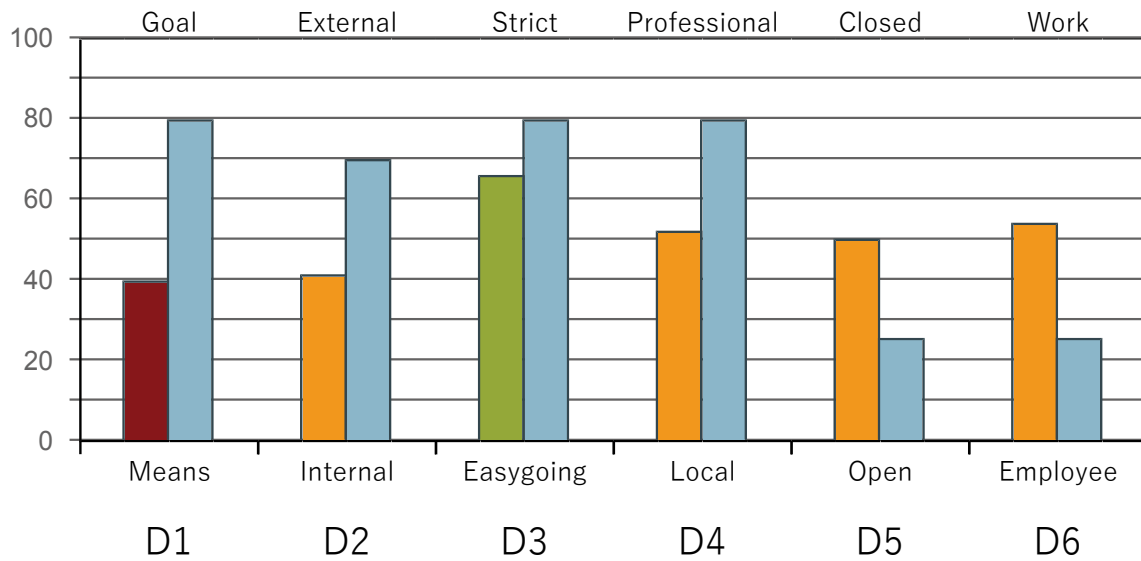
Hofstede
Insights

CONTENTS

1	RESULTS OVERVIEW.....	3
2	YOUR POSITIONS IN THE MULTI-FOCUS MODEL.....	5
2.1	D1: Organizational Effectiveness.....	6
2.2	D2: Customer Orientation.....	9
2.3	D3: Control.....	12
2.4	D4: Focus.....	14
2.5	D5: Approachability.....	17
2.6	D6: Management Philosophy.....	19
3	CHARACTERISTICS.....	21
3.1	Homogeneity.....	22
3.2	Identity.....	22
3.3	Acceptance of Leadership Style.....	23
3.4	Identification with Organization	25
3.5	Work and Stay Motivation.....	27
4	INTERPRETATION.....	28
4.1	Early Warning Signs.....	29
4.2	Additional Salient Findings.....	31
5	INPUT FOR CHANGE.....	32
5.1	Trust and Security.....	33
5.2	(De-)Motivators.....	34
5.3	Ease of Change per Dimension.....	34
6	APPENDIX.....	35
6.1	Definition of Organizational Culture.....	36
6.2	Explanation of Dimensions.....	37
6.3	Normative Windows.....	43

1 RESULTS OVERVIEW

Your organizational profile on the Multi-Focus Model



Color codes used for **actual scores**

- 0 - 9: very functional
- 10 - 14: functional
- 15 - 19: some opportunities for improvement
- 20 - 29: opportunities for improvement
- 30 - 39: many opportunities for improvement
- 40 or more: very many opportunities for improvement

Color codes used for **optimal scores**

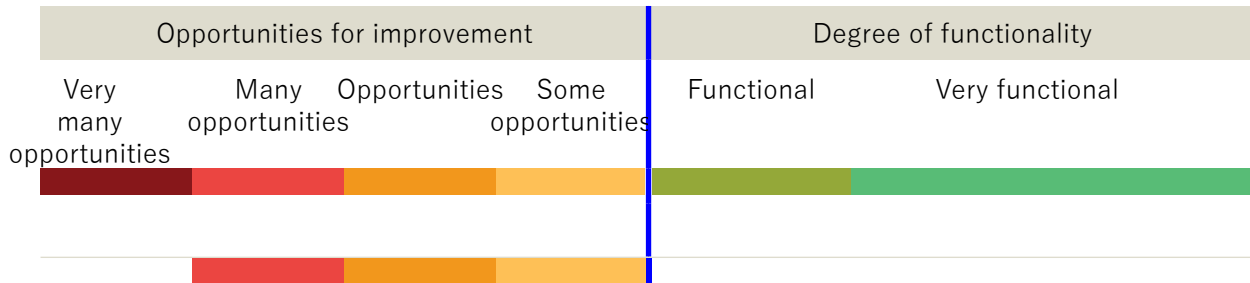
- If blue color of the optimal bar is changed please reconsider the optimal position.
- Nothing may be wrong but please reconsider.
- Strong recommendation to reconsider.
- Exceptional finding.

The dimensions of the Multi-focus Model	
D1 Organizational effectiveness	D4 Focus
D2 Customer orientation	D5 Approachability
D3 Control	D6 Management philosophy

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OVERALL ALIGNMENT

The alignment index shows the alignment of your subculture with the defined optimal culture.



IDENTITY

No commonalities have been found.

RESPONDENTS (ABSOLUTE NUMBERS)

	Executives	Middle management	Front line management	Operational staff*
Unit		1	12	136

*Those who don't manage

2 YOUR POSITIONS IN THE MULTI-FOCUS MODEL

2.1	D1: Organizational Effectiveness.....	6
2.2	D2: Customer Orientation.....	9
2.3	D3: Control.....	12
2.4	D4: Focus.....	14
2.5	D5: Approachability.....	17
2.6	D6: Management Philosophy.....	19

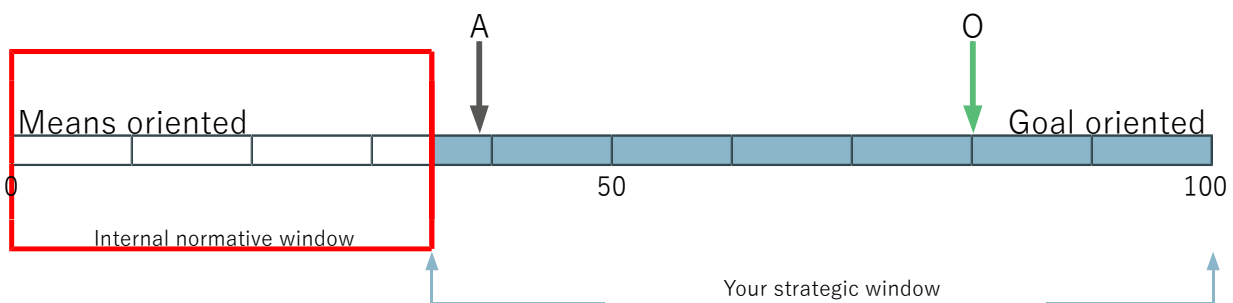
2.1 D1: Organizational Effectiveness

The means oriented versus goal oriented dimension is most closely connected with effectiveness of the organization.

In a **means-oriented** culture, the way in which work has to be carried out matters most; people identify with the **“how”**.

In a **goal-oriented** culture, outcomes matter most. Employees strive to achieve internal goals and results, sometimes taking substantial risks; people identify with the **“what”**.

D1: Organizational effectiveness



Degree of functionality

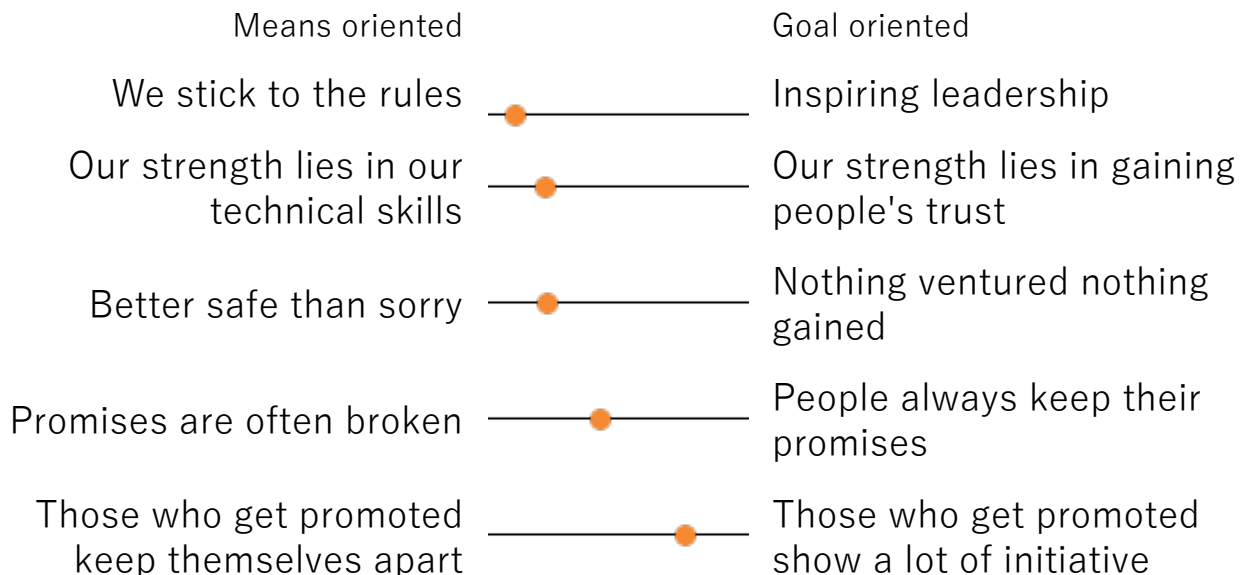
■ 40 or more: very many opportunities for improvement

Optimal Actual

↓ ↓
80 39

SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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People avoid giving bad news

People don't beat around the bush

GAP ANALYSIS

Since there is significant room for improvement on D1 we show a table below giving information for change management purposes. The information will help you to identify those characteristics that, if successfully changed, will create the biggest improvement.

	Relevance
1) We should have much more inspiring leadership (#55)	****
2) We should stick less to the rules (#54)	****
3) We should have less monotonous work (#30)	***
4) We should become much better at gaining peoples trust (#34)	***
5) We should prioritize internal entrepreneurship over risk management and security (#50)	***
6) We should focus more on our organization's internal goals, such as increasing market share or profitability (#1)	**
7) We should create a more engaging and stimulating culture (#38)	**
8) We should keep our promises more often (#64)	**
9) We should not only be told about our mistakes, but also about what we are doing well (#46)	**

INTERPRETATION FROM IDEAL WORK ENVIRONMENT

Contrary to the text above, the text presented below about your ideal work environment is just an interpretation and you may have to change it.

Relevance

- 1) Around 50% of respondents feel overwhelmed by expectations they cannot meet and therefore don't want to take any responsibility. **

- 2) Around 55% of respondents have strong misgivings about all those who have a high profile. The perception is, don't put yourself above the crowd because it will arouse envy. **

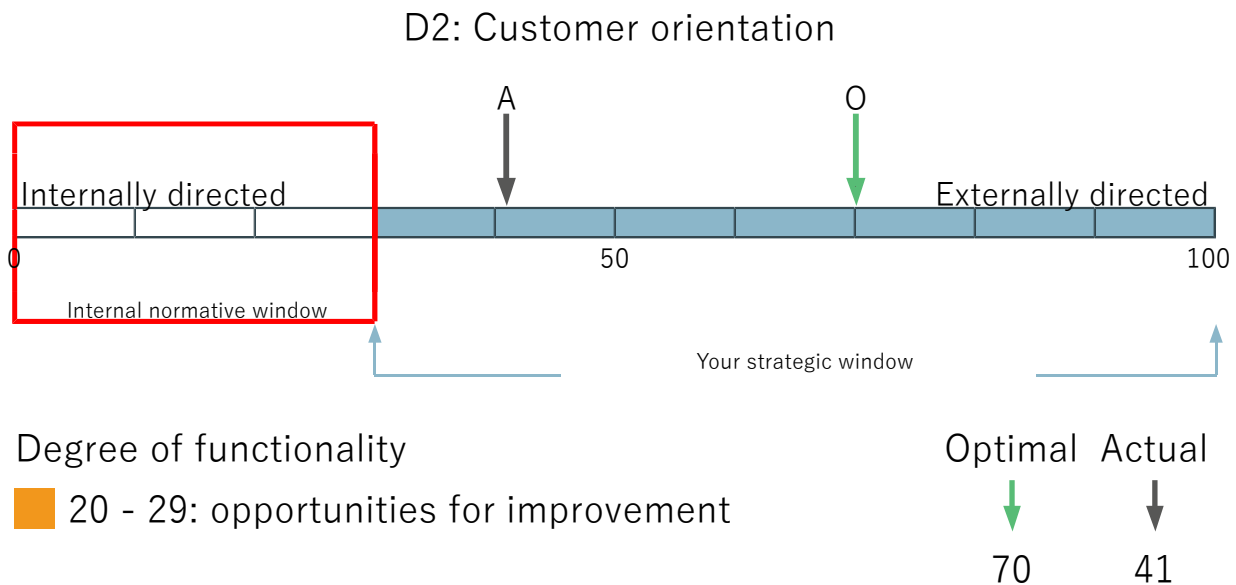
- 3) Around 45% of respondents are concerned that we are losing our competitive edge. *

2.2 D2: Customer Orientation

D2 is most closely connected with the way employees relate to customers of the organization, as well as to other stakeholders.

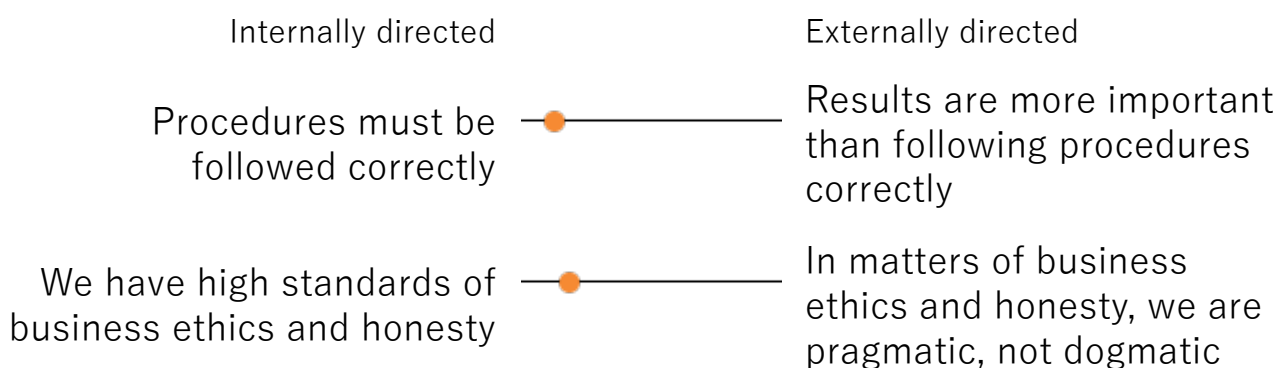
In an **internally driven** culture employees take for granted that business ethics and honesty matters most when it comes to dealing with the outside world. Because of this belief, they perceive that they know best what is good for the customer and the world at large.

In a **very externally driven** culture the only emphasis is on meeting the customer's requirements. Results and a pragmatic approach to achieving results for customers matter most in this culture, sometimes at the expense of ethical practices.

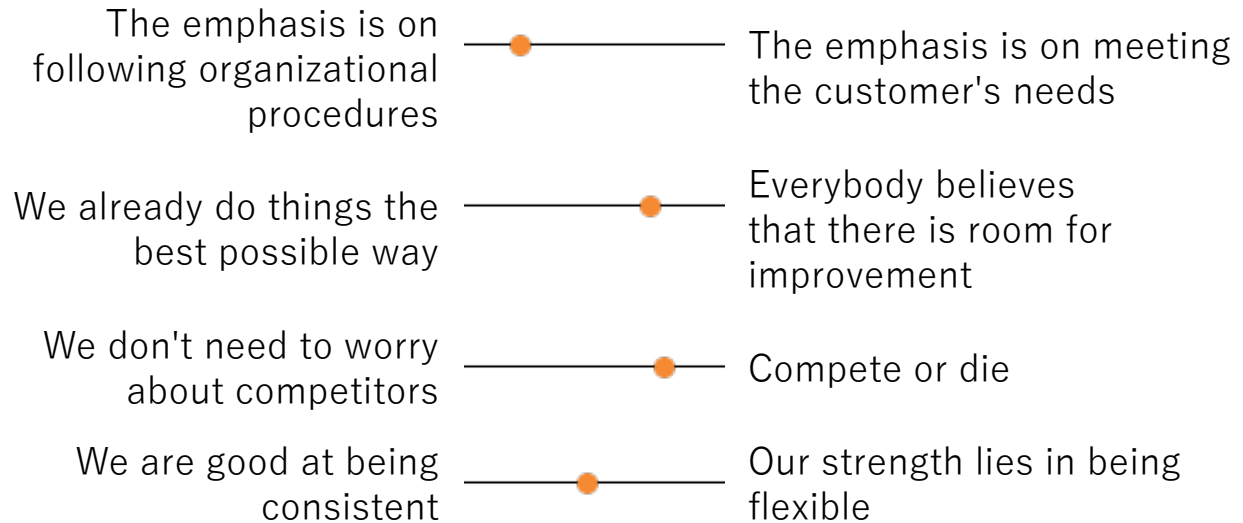


SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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GAP ANALYSIS

Since there is room for improvement on D2 we show a table below giving information for change management purposes. The information will help you to identify those characteristics that, if successfully changed, will create the biggest improvement.

	Relevance
1) We should prioritize pragmatism over having high standards of business ethics and honesty (#87)	***
2) We should value achieving results more, and following procedures correctly less (#92)	***
3) We should prioritize our clients' needs over properly adhering procedures (#76)	**
4) We should serve our (internal) clients better (#5)	*
5) It should be clear to us that there always room for improvement (#80)	*
6) We should emphasize consistency less and flexibility more (#72)	*

INTERPRETATION FROM IDEAL WORK ENVIRONMENT

Contrary to the text above, the text presented below about your ideal work environment is just an interpretation and you may have to change it.

Relevance

- 1) Around 90% of respondents seem to be so unmotivated ******** that they follow rules without considering the implication of the outcome, so that they cannot be held responsible by management for doing anything wrong.

- 2) Around 40% of respondents have strong misgivings about the ****** fact that we have to please our clients. Work life would be a lot easier if clients would not exist. Please determine whether this reflects a lack of resilience, and, if so, determine what has caused this.

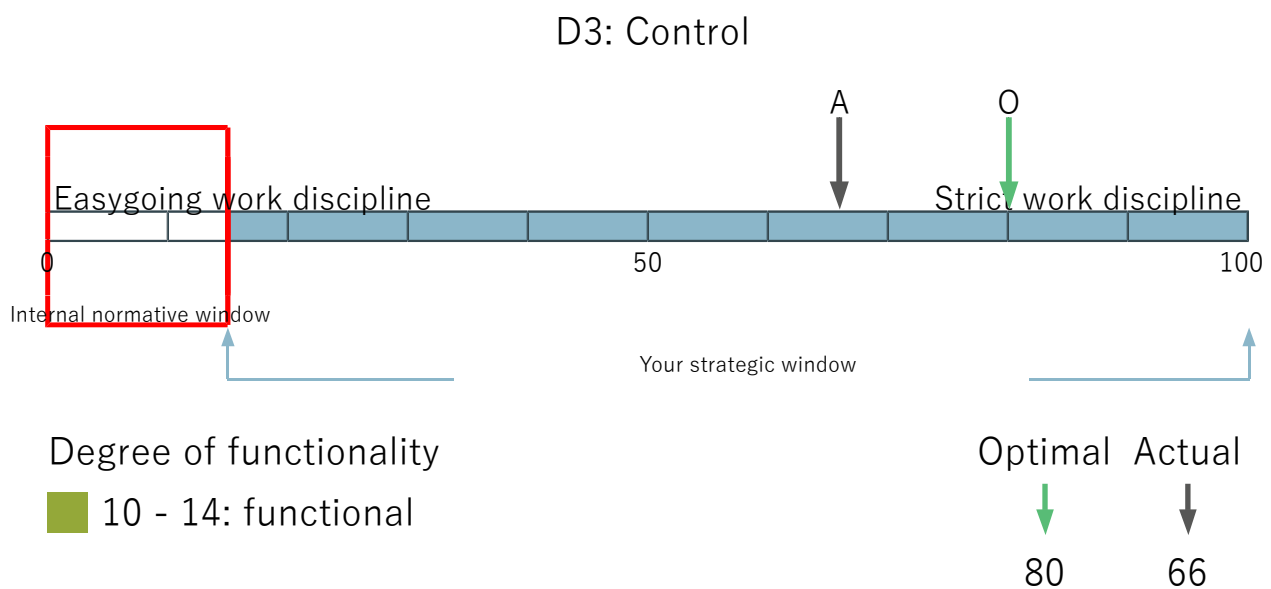
- 3) Around 25% of respondents prefer a work situation in which ****** complacency is the norm, because they have been pushed around too much or because they are asked to work above their competence level.

2.3 D3: Control

This dimension refers to the amount of **internal structuring, control and discipline**.

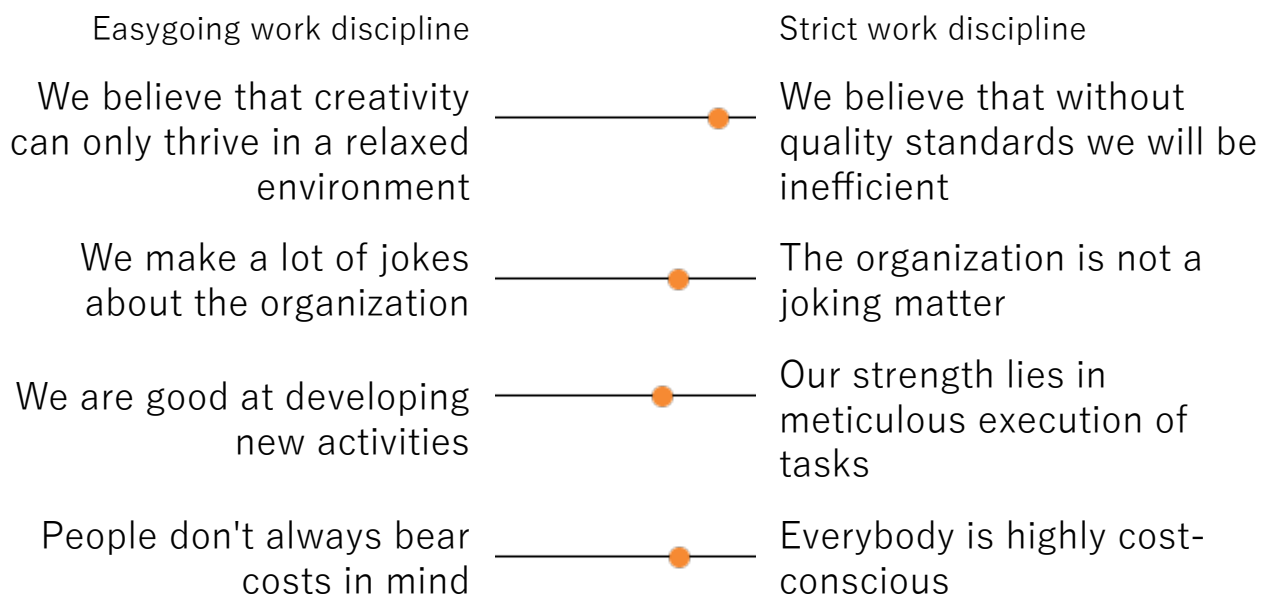
A **very easygoing** culture has loose internal structure, little control and discipline, and lacks predictability; people improvise and there are a lot of surprises.

In a **very strict** work discipline, there is a great deal of internal control. People tend to be very cost conscious, punctual and serious.



SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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For the most part we are
allowed to organize our
work ourselves



We receive detailed
instructions

Meetings are usually a
waste of time



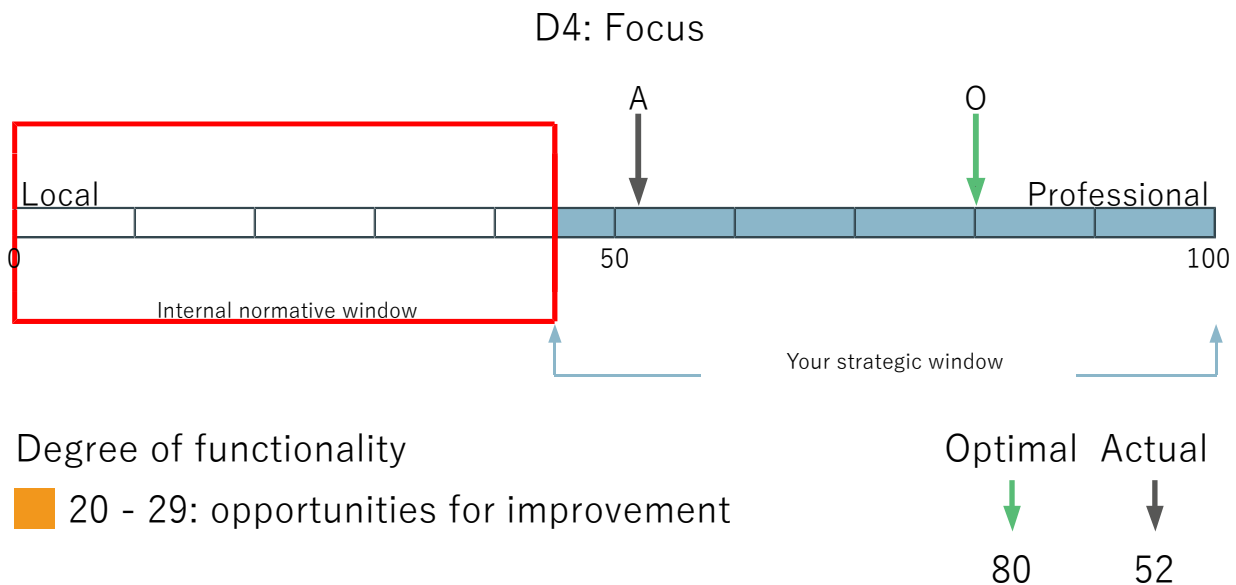
Meetings, if they are held,
are usually quite productive

2.4 D4: Focus

In a **local** company, employees identify with the boss and/or the unit in which they work. In a **professional** organization, employees identify with the profession and/or the content of the job.

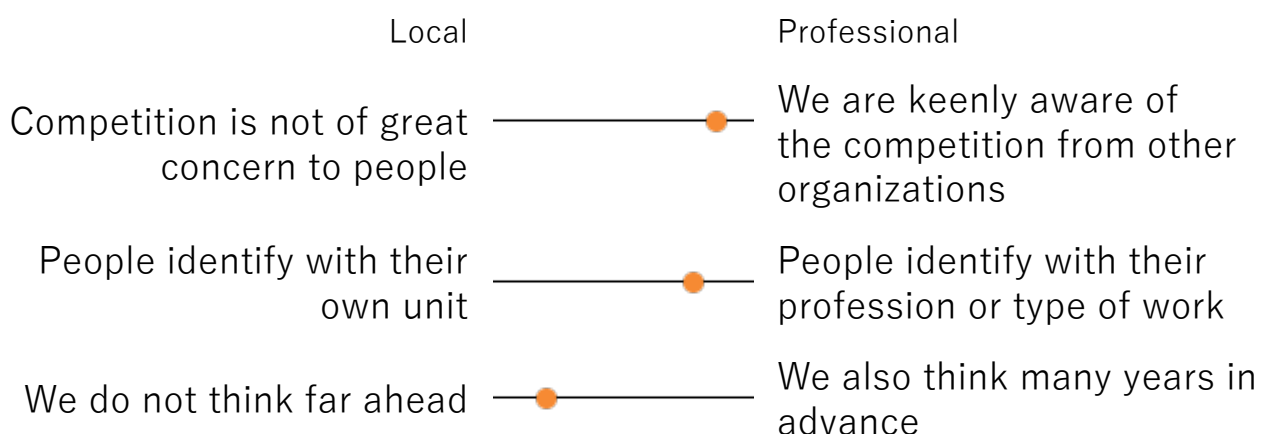
In a **very local** culture employees are very short-term oriented and internally focused. There is strong social control and pressure to be like everybody else.

A **very professional** culture encourages people to be long-term oriented and to go out into the world to learn about the latest developments, and creates a diverse work place. Such a culture also enables positive cooperation between different departments and function groups.



SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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The norms of our organization also apply at home	—————●—————	Employees' private lives are considered their own business
Applicants who are like us have a better chance of being hired	—————●—————	There is room for "different haircuts and different clothes"
What colleagues think about us is important	—————●—————	What outsiders think about us is important

GAP ANALYSIS

Since there is room for improvement on D4 we show a table below giving information for change management purposes. The information will help you to identify those characteristics that, if successfully changed, will create the biggest improvement.

	Relevance
1) We should become more long term oriented and learn from our mistakes (#26)	***
2) What colleagues think about us should become less important to us and what outsiders think about us should become more important (#141)	**
3) We should prioritize keeping professionally up-to-date over being loyal to the superior to whom we report (#136)	**
4) We should decrease competition and mistrust between internal groups (#146)	**
5) We should create a culture that enables us to stay current with trends in our profession or industry (#11)	*
6) Management should emphasize the quantity of our work less, and the quality more (#151)	*

INTERPRETATION FROM IDEAL WORK ENVIRONMENT

Contrary to the text above, the text presented below about your ideal work environment is just an interpretation and you may have to change it.

Relevance

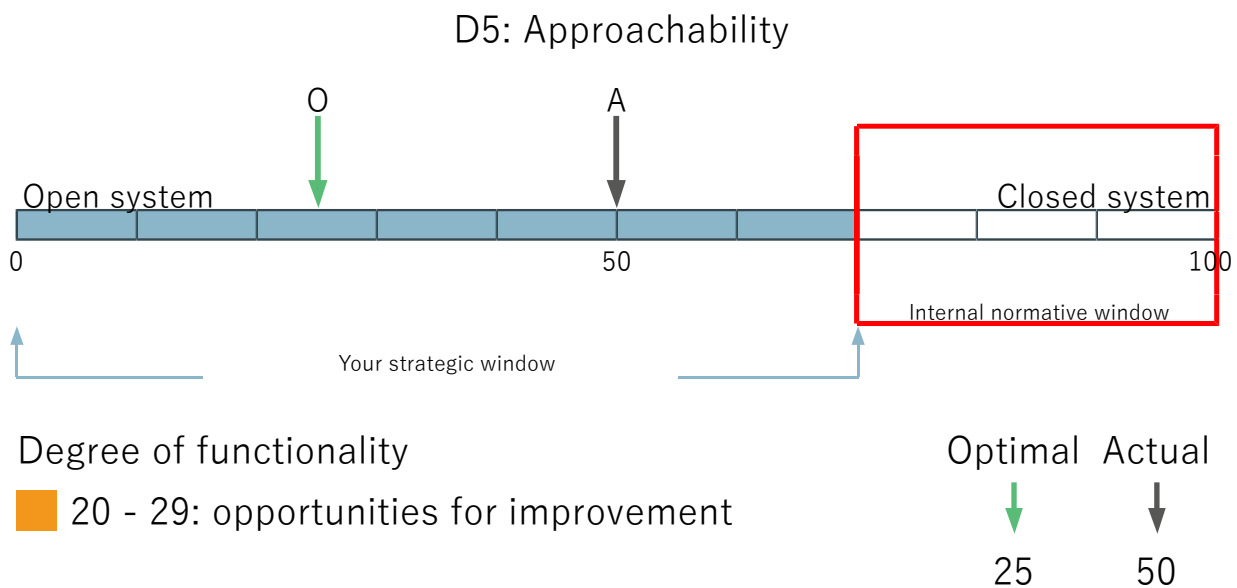
- 1) Option 1: Around 50% of respondents feel scared to have their benefits and career dependent on the opinion of outsiders. ****
Option 2: Around 50% of respondents are afraid that without a minimum of social control, negative developments will continue, such as being fired due to ongoing automation.
- 2) Around 40% of respondents feel that behavior outside the work environment by some colleagues hurts our image. ***
- 3) Around 45% of respondents have an inward looking attitude, probably because they feel under pressure. **

2.5 D5: Approachability

This dimension relates to the openness of an organization.

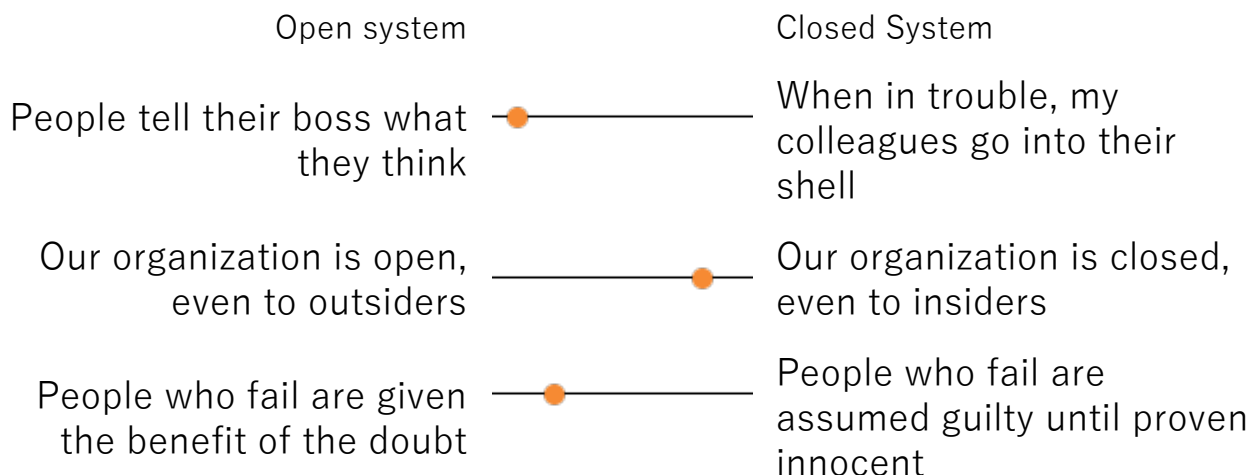
In an **open** culture, newcomers feel immediately welcomed; people are open to both insiders and outsiders. There is a shared belief that almost anyone fits in the organization.

In a **closed** culture secrecy prevails. As a result, information travels slowly. This type of culture could be considered functional in service of protecting intellectual property or other information that should not leak out “to the street”. In a closed culture, a person must earn his or her stripes before being accepted.

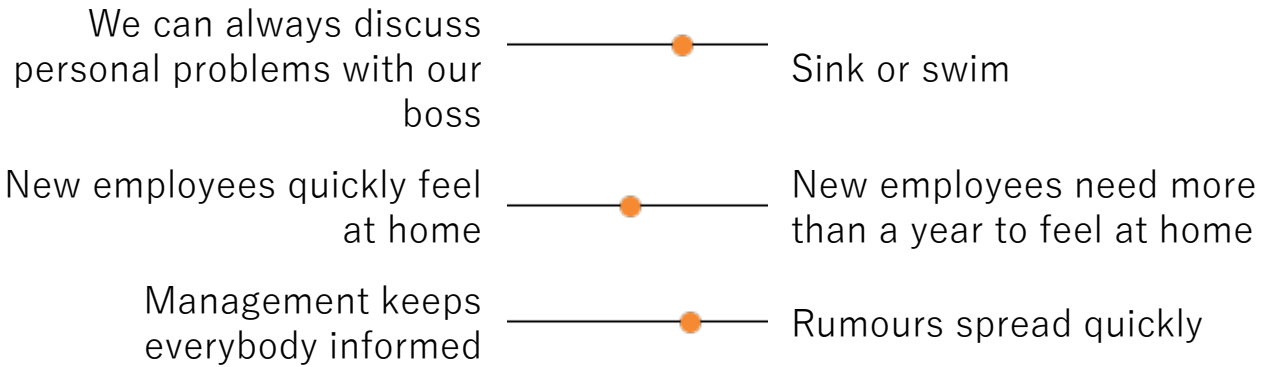


SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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GAP ANALYSIS

Since there is room for improvement on D5 we show a table below giving information for change management purposes. The information will help you to identify those characteristics that, if successfully changed, will create the biggest improvement.

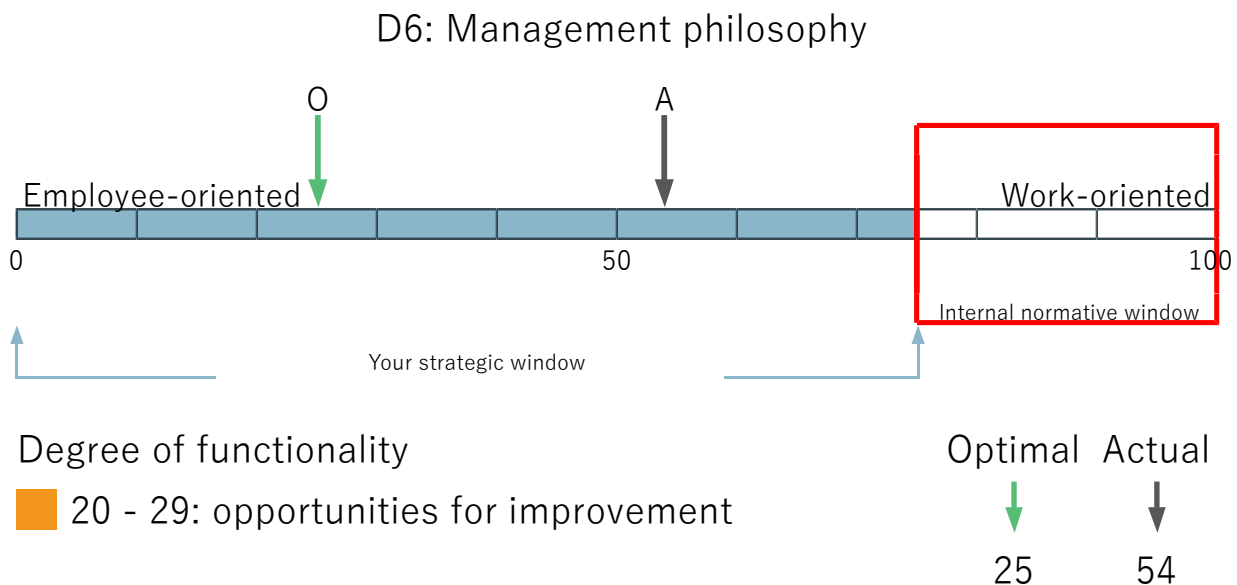
	Relevance
1) Our organization should be less closed, even to outsiders (#176)	***
2) Management should keep us so much better informed that the grapevine loses its importance (#164)	**
3) We should change the "sink or swim" mentality (#168)	**
4) We should become more open to the outside world, and to newcomers (#17)	*
5) We should make new employees feel at home more quickly (#161)	*
6) Our boss should allow us to just walk in for advice more often (#180)	*

2.6 D6: Management Philosophy

Employee orientation opposes a concern for people to a concern for completing the job, whatever the price may be.

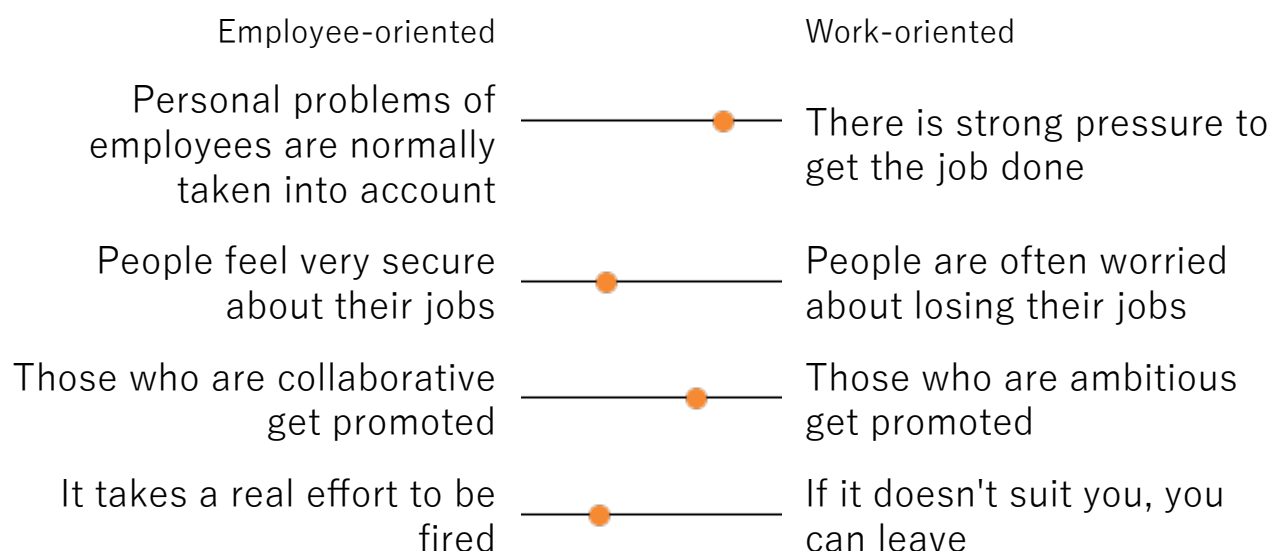
In a **very employee-oriented** culture people feel that personal problems are taken into account by management and that the organization takes co-responsibility for the welfare of its employees, sometimes at the expense of the work.

In a **very work-oriented** culture there is intense pressure to perform the task, even at the expense of employees' well-being.



SCORE BREAKDOWN

Your actual culture on this dimension is the average of the scores of all items that belong to this dimension. Below you can see the six items that had the highest agreement among respondents.



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Our organization takes major responsibility for the welfare of its employees

Most important decisions are made by groups or committees

Management is only interested in the work employees do

Most important decisions are made by individuals

GAP ANALYSIS

Since there is room for improvement on D6 we show a table below giving information for change management purposes. The information will help you to identify those characteristics that, if successfully changed, will create the biggest improvement.

	Relevance
1) We should decrease the pressure for getting the job done, and take personal problems of employees more into account (#208)	***
2) Management should become more consultative and less ambitious (#202)	**
3) We should be taking much more co-responsibility for the welfare of our employees (#22)	*
4) We should let the most important decisions be addressed more by groups or committees than by individuals (#184)	*
5) Management should focus on more than just the work we do (#193)	*

INTERPRETATION FROM IDEAL WORK ENVIRONMENT

Contrary to the text above, the text presented below about your ideal work environment is just an interpretation and you may have to change it.

	Relevance
1) Management should, by nature, have a very employee-oriented leadership style	***
2) Around 30% of respondents believe that management is too consultative, distracting them from ongoing work.	*
3) Around 35% of respondents experience work life as very demanding, while receiving no support whatsoever.	*

3 CHARACTERISTICS

3.1	Homogeneity.....	22
3.2	Identity.....	22
3.3	Acceptance of Leadership Style.....	23
3.4	Identification with Organization.....	25
3.5	Work and Stay Motivation.....	27

3.1 Homogeneity

The literature suggests that a strong culture will be helpful in achieving your goals. This has been validated by Hofstede's research, as there is a positive relationship between the degree of strength of a culture and the score on D1, means versus goal orientation. At the same time, the literature suggests that this strength may become a weakness. In a strong culture, people will develop the same point of view over time, which closes them off to new experiences and ideas that should be taken into account.

A weak culture, on the other hand, may hinder open communication and vision for a common goal. This, in turn, may hinder cooperation between different subgroups within the organization.

The words "strong" and "weak" are very relative. Other descriptors could include "homogeneous" or "heterogeneous."

Finding:

Your culture scores in this respect: **weak**.

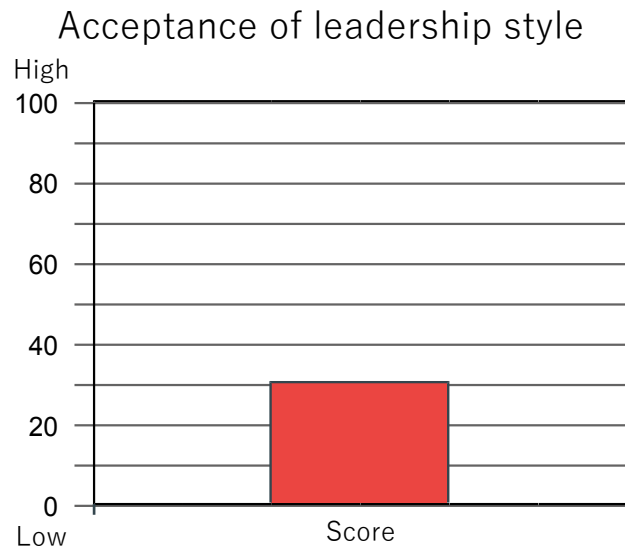
3.2 Identity

The strength of a subculture is reflected in the number of characteristics on which respondents agree when describing their subculture. The content of all characteristics on which respondents agree to a high degree forms the identity of the organization. This is true whether you are aware of your identity or not. It is interesting to note that until recently we rarely found "core values" as part of an organization's true identity. In other words, stated "core values" often remain ideology instead of becoming or being part of the operating environment of the firm.

No commonalities have been found.

3.3 Acceptance of Leadership Style

The leadership acceptance score indicates the percentage of respondents where actual and desired leadership style match.




Color codes used for **Leadership Acceptance**

- 61 - 100: very functional
- 51 - 60: functional
- 41 - 50: some opportunities for improvement
- 31 - 40: opportunities for improvement
- 21 - 30: many opportunities for improvement
- 0 - 20: very many opportunities for improvement

There is much room for improvement on leadership acceptance. Please see the table below. Also check the diagrams with asterisks above (if such information has been identified in the diagrams with asterisks) for relevant information about potential improvements in the way management can be more successful.

Unit of Demo company

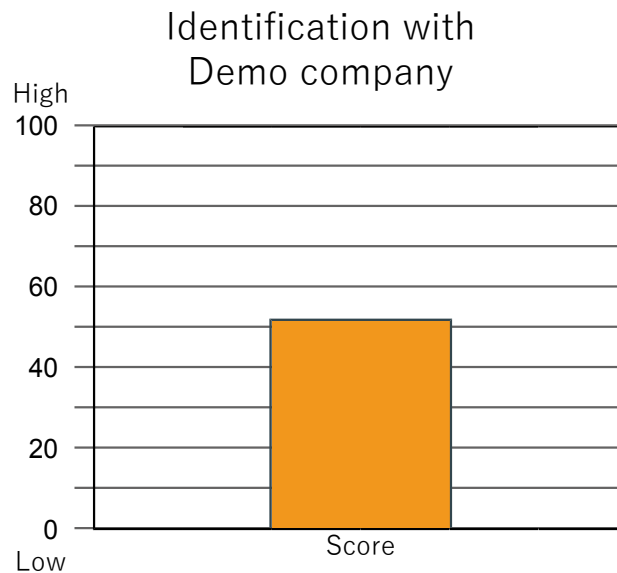
Leadership style	Actual	Desired
<p>AUTOCRATIC</p> <p>Usually makes prompt decisions and announces them to his/her subordinates. The leader expects employees to carry out the decisions without questions or challenges.</p>	33%	7%
<p>PATERNALISTIC</p> <p>Usually makes prompt decisions but tries to explain them fully to employees before proceeding. The leader gives employees the reasons for the decisions and answers whatever questions they may have.</p>	30%	50%
<p>CONSULTATIVE</p> <p>Usually consults with employees before reaching a decision. The leader listens and considers employees' input and advice, then announces the decision. The leader expects employees will implement without question or challenge, regardless of whether it aligns with their input.</p>	23%	22%
<p>DEMOCRATIC</p> <p>Usually calls a meeting of when there is an important decision to be made. He/she puts the problem before the group and invites discussion. He/she accepts the majority viewpoint as the decision.</p>	5%	21%
<p>OTHER</p>	9%	

Under most circumstances democratic leadership in the work place will not work. Therefore, respondents who desire such bosses to such a high degree convey one of the following messages:

- They do not appreciate that a more directive leadership approach can help bring about a sense of common purpose and efficient decision making.
- They are unaware of the fact that a democratic style in the workplace is only effective in a very limited set of situations.
- They are frustrated by the way they have been managed so far.
- Any other explanation you believe could be true based upon your perceptions and experience.

3.4 Identification with Organization

Identification with organization shows the degree to which respondents identify with your organization as a whole.



Color codes used for **Identification with Organization**

- 70 - 100: very functional
- 65 - 69: functional
- 60 - 64: some opportunities for improvement
- 50 - 59: opportunities for improvement
- 40 - 49: many opportunities for improvement
- 0 - 39: very many opportunities for improvement

There is room for improvement on Identification with Organization. Improvement can be achieved by assessing to which degree you already do the following:

Create a more attractive and compelling identity by:

- Aligning what you say with what you do, and what you do with what you say.
- Be successful in whatever you want to accomplish, while at the same time taking an equal responsibility to all stakeholders, as well as to the environment in which you operate.

Make the work environment more attractive by:

- Giving more positive than negative feedback when addressing people, both on an individual and group level.

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- Celebrating important events.
- Creating a warm, informal, open and pleasant work atmosphere.
- Making the culture employee-oriented, as described above.

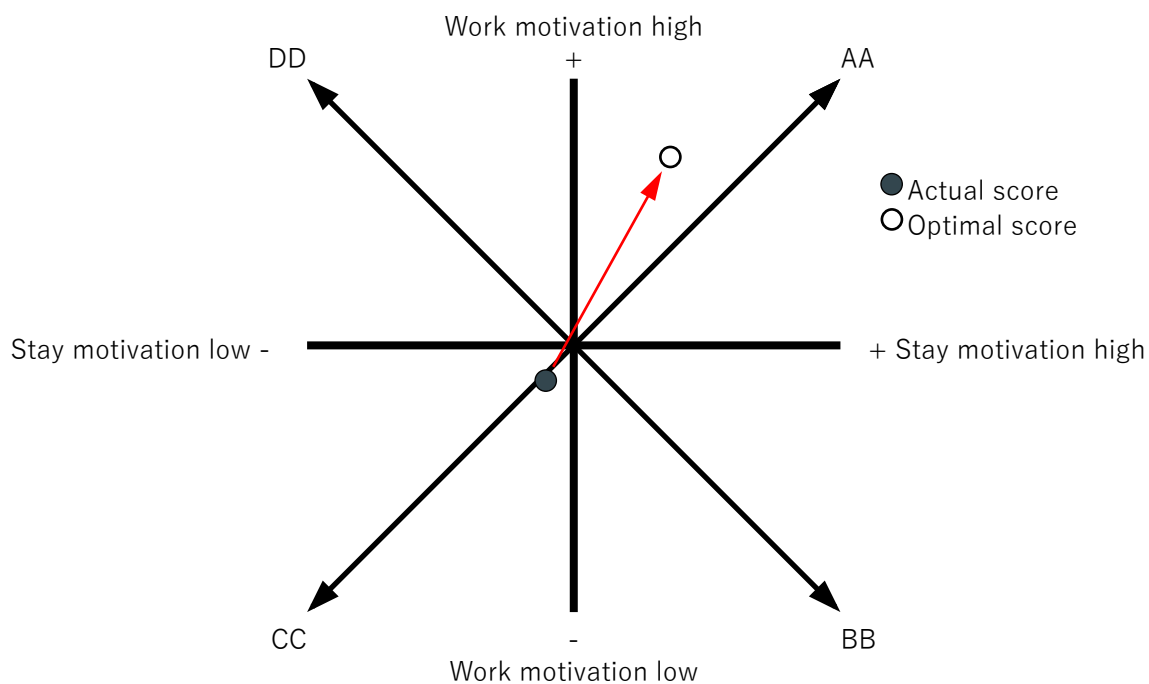
Having assessed the above, decide which of the above improvements can be accomplished and add them to other issues you may want to address based on the information given in the diagrams with asterisks.

3.5 Work and Stay Motivation

Many factors influence motivation of people, one of them being the actual culture. The actual culture is one of the more important determinants, next to issues such as content of the job, remuneration and career opportunities. We distinguish here two different types of motivation, work motivation and stay motivation.

The **work motivation** index shows to which degree culture supports or hinders you and your colleagues in realizing productive (effective) task execution. The **stay motivation** index shows to which degree your culture supports or hinders you and your colleagues to stay with your organization.

Scores below have been calculated based on a combination of several dimension scores.



The more your culture scores in the direction of AA the more your organization finds itself in the **best of all worlds**, unless you want to increase the rate of turnover of people in your organization.

The more your culture scores in the direction of CC while at the same time your colleagues don't leave by lack of opportunities, the more your organization finds itself in the **worst of all worlds**. You are strongly recommended to move away from this position.

More information on these two indices (including the exact scores) and other HR indices are part of the HR package. Contact your consultant for more info.

4 INTERPRETATION

4.1	Early Warning Signs.....	29
4.2	Additional Salient Findings.....	31

4.1 Early Warning Signs

Additional, specific information about a dimension is provided only when the actual and optimal scores differ by 15 points or more. Typically, differences that are less than 15 points on a dimension imply that your culture is healthy and functional, so no follow up action is required.

However, it is still possible that despite functional scores on these dimensions, a particular aspect of the culture may be unhealthy or dysfunctional. This is not shown in sections 2.1 up to 2.6 as such a dysfunctional aspect is then compensated by one or more functional aspects.

INPUT FROM ACTUAL CULTURE

The following may be early warning signs of dysfunctional characteristics within your culture. These characteristics may need to be addressed if they have surfaced during the last two years. On the other hand, if these characteristics have always existed, then they may be specific to your work reality and do not need to be addressed. Only you can know the answer since the survey cannot measure a culture's duration. To help you determine whether there are issues to be addressed, a list of potentially dysfunctional cultural aspects culture that have not been discussed in other sections of this report is provided below.

No early warning signs have been identified.

In your case, no dysfunctional aspects have been identified which are not already shown in other sections of this report.

INTERPRETATION FROM IDEAL WORK ENVIRONMENT

What applies to differences between the actual and optimal scores per dimension also applies to your ideal work environment. Even if the actual score on a dimension appears to be functional there may still be something cooking at a deeper level of reality, which may be implicitly shown by deviations from what is typically shown in the ideal work environment.

There are significant differences between your group's ideal work environment and the average ideal work environment in our databank, which have not been covered in section 2.1 up to section 2.6.

Contrary to the text in the table above, the text presented about your ideal work environment is just an interpretation and you may have to change it.

Unit of Demo company

Relevance

-
- 1) Around 85% of respondents are upset that colleagues D3 ****
are wasting their time by not arriving on time, or by not
delivering on time.

 - 2) Around 85% of respondents are upset by the fact that D3 ****
colleagues and/or managers are mismanaging resources.

4.2 Additional Salient Findings

Three additional types of information are provided below:

- a. New data or information unrelated to findings presented in other parts of this report.
- b. New data related to management responses to the questions regarding the context in which your sub-culture is embedded.
- c. Additional findings that have been presented above explicitly or implicitly, and which point to dysfunctional aspects of your subculture regardless of the optimal culture chosen.

In general, the following rule applies to the information presented below: “The less additional data identified, the fewer complications you may have to face!”

As a result, it is possible that no new information will be provided below, or that the information provided relates to only one or two categories instead of three categories.

Finding:

No additional salient information, however, has been identified.

5 INPUT FOR CHANGE

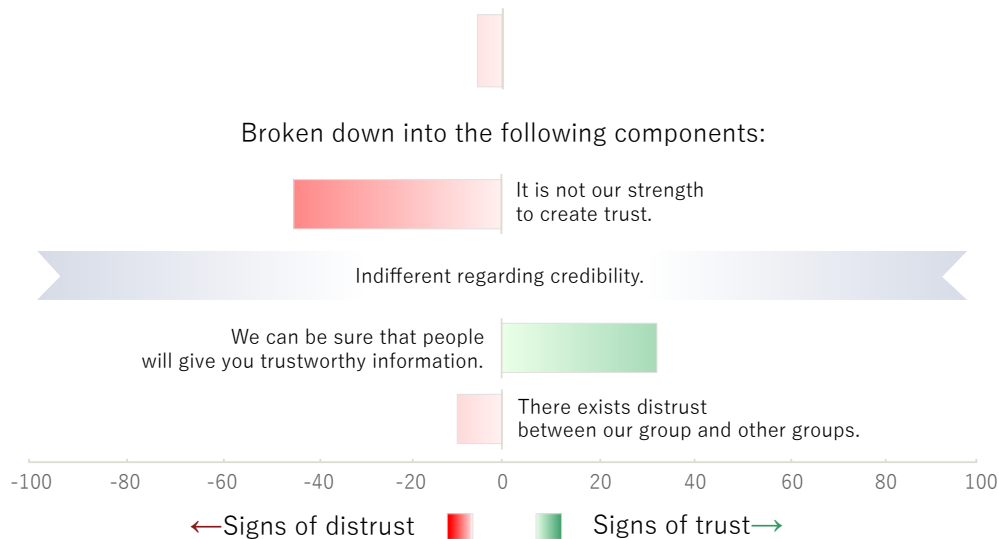
5.1	Trust and Security.....	33
5.2	(De-)Motivators.....	34
5.3	Ease of Change per Dimension	34

5.1 Trust and Security

The suggestions provided below can be used for both explicit and implicit (change people's work environment to such a degree that there is strong incentive to adjust their behavior) change approaches. The two diagrams indicate the degree to which your actual subculture will enable or hinder change.

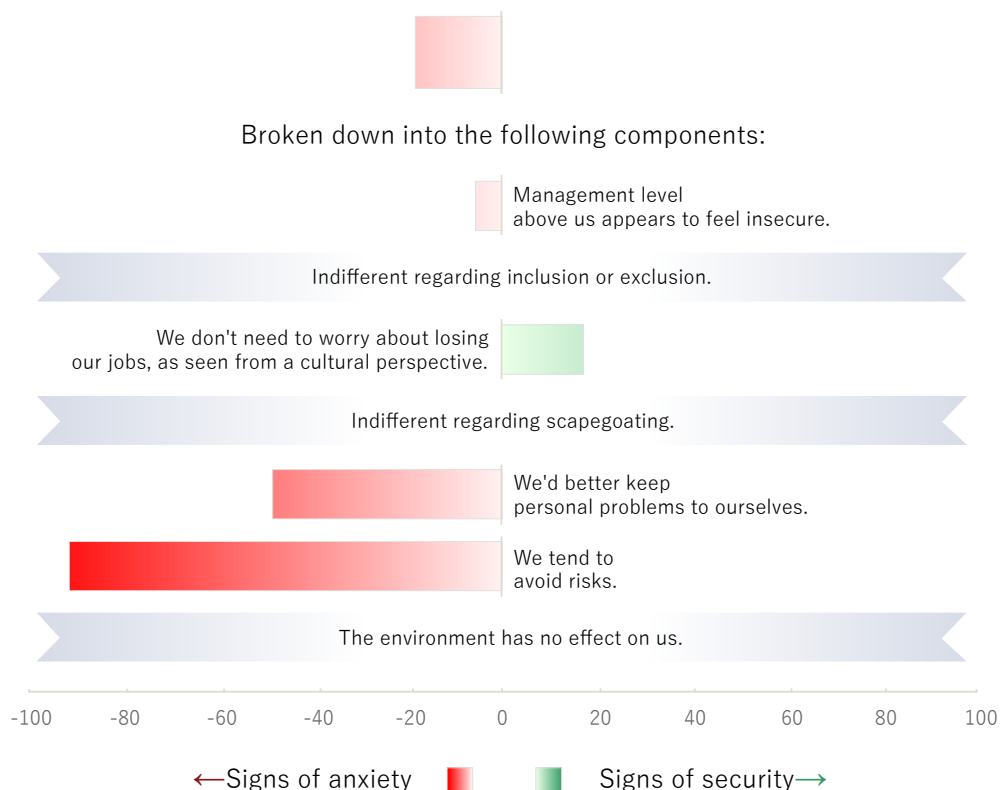
FEELINGS OF TRUST

In general, there is more distrust than trust



FEELINGS OF SECURITY

In general, there is more anxiety than security



6 APPENDIX

6.1	Definition of Organizational Culture.....	36
6.2	Explanation of Dimensions.....	37
6.3	Normative Windows.....	43

6.1 Definition of Organizational Culture

Hofstede defines organizational culture as **the way people in organizations relate to each other, to their work and to the outside world compared to other organizations.**

This definition is both useful and practical. Each part of the definition is clarified below:

“Relating to each other” refers to issues such as:

- If a colleague commits an error, will we help him/her or will we do nothing while thinking, “good for me”.
- Will we hide from our boss when things go wrong?
- Will our boss genuinely support our career development even if this means that he/she may lose us to another manager or company?

“Relating to our work” refers to issues such as:

- Efficient or inefficient task execution
- Productive or unproductive task execution
- Innovative or meticulous task execution

“Relating to the outside world” refers to issues such as:

- “We welcome outsiders” versus “We reject outsiders”
- “We go out into the world to learn” versus “We stay inside the organization”
- “We celebrate the customer” versus “Customers are a nuisance”

The last part of our definition reads: **“compared to other organizations”**. This last part of the definition points out that culture exists only by comparison. Comparison allows you to identify whether your company's cultural findings are mainstream or exceptional. Without comparison, it would be hard to know whether the optimal culture you defined is attainable or whether it reflects an ideology which will not work in real life.

6.2 Explanation of Dimensions

D1: ORGANIZATIONAL EFFECTIVENESS

D1, the means oriented versus goal oriented dimension is most closely connected with organizational effectiveness.

In a **means-oriented** culture, the way in which work has to be carried out matters most; people identify with the “**how**”.

In a **goal-oriented** culture, outcomes matter most. Employees strive to achieve internal goals and results, sometimes taking substantial risks; people identify with the “**what**”.

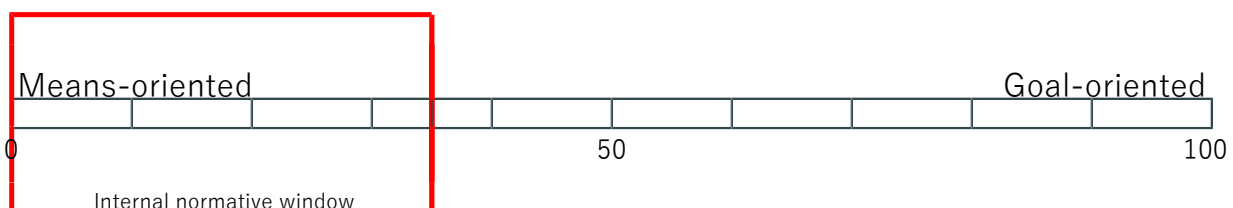
In a **means-oriented** culture people perceive themselves as avoiding risks and limiting their effort in their jobs. In this type of culture, work is often routine and each workday is pretty much the same. This type of culture may be functional if, for example, safety in the work situation is crucial for survival.

In a **very means-oriented** culture people may play political games to such a degree that it gets in the way of achieving internal goals and objectives. Such a culture is by definition dysfunctional. The dysfunctional aspects of the dimension are presented by the internal normative window below.

In a **very goal-oriented** culture, the employees are primarily out to achieve specific internal goals or results, even if these involve substantial risks.

In the case of D1, you will want to score as high as possible given the unique limitations facing your company, such as job content, work environment and your own risk tolerance. From a marketplace perspective, scoring higher than one’s competitors within the limitations set for the respective line of business or for your specific organization or group will give your company competitive advantage.

D1: Organizational effectiveness



D2: CUSTOMER ORIENTATION

In an **internally driven** culture employees perceive their task towards the outside world as totally given, based on the idea that business ethics and honesty matters most and that they know best what is good for the customer and the world at large.

In a **very internally driven** culture complacency prevails and people will abide to the rules even if they know that this will not be in the interest of stakeholders and their organization alike. Such a culture is by definition dysfunctional. This dysfunctional part of the dimension is presented by the internal normative window below.

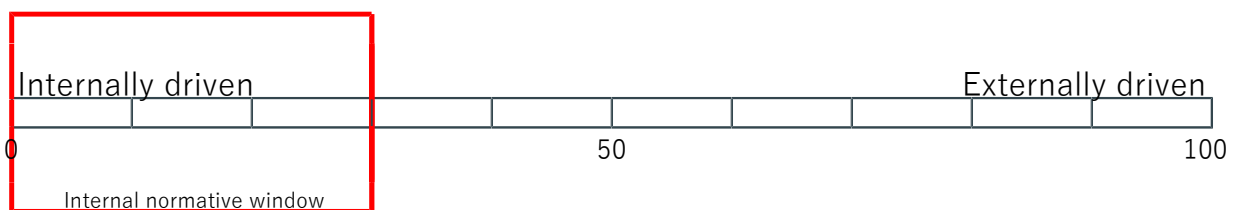
In a **very externally driven** culture the only emphasis is on meeting the customer's requirements; results are most important and a pragmatic and flexible attitude rather than an ethical attitude prevails even if this will not be in the longer term interest of the customer.

Dimension D2 is different from dimension D1 because the satisfaction of the customer, client or commissioning party is at stake.

Note that from a cultural perspective no distinction is made between internal or external clients and stakeholders. This dimension does not reflect the degree to which interests of employees are met, which is covered by D6, employee versus work oriented.

The discussion on credit crisis and ethical entrepreneurship has been triggered by the consequence of trying to meet the demands of one group at all costs, namely, shareholders.

D2: Customer orientation



D3: CONTROL

This dimension refers to the amount of internal structuring, control and discipline.

A **very easygoing** culture is characterized by loose internal structure, a lack of predictability, and little control and discipline; people improvise and surprises are common.

In addition, an **extremely easygoing** culture will also enable sloppiness and careless behavior, represented by the internal normative window. Please see below.

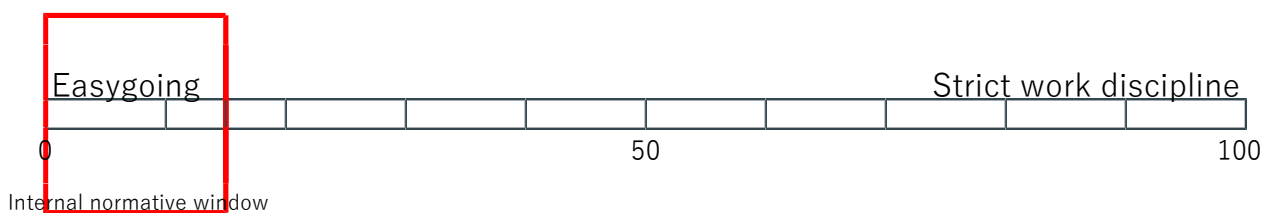
A **very strict** work discipline is characterized by the opposite behaviors: people are very cost conscious, punctual and serious.

D3 describes the predictability of internal functioning, whereas dimension D2 indicates to what extent internal functioning is driven by the external needs and demands of customers or clients.

In the case of this dimension we find in organizations of any size and complexity the highest degree of functional diversity. A loose culture enables innovation and quick adaptability to changes in the environment. A strict culture enables cost efficiency, avoidance of failure and rejects, and safety.

In contrast to the other five autonomous dimensions, D3 has two external windows. The size of the strategic window may be decreased on the left-hand side by an external window, which means that aspects of the culture require a degree of strictness. On the other hand, the size of the strategic window may also be decreased on the right-hand side by an external window, which means that other aspects of the culture require a degree of looseness. These windows are created by the way senior leaders answered the online questions to assess the optimal culture and illustrate the complexity of organizations.

D3: Control



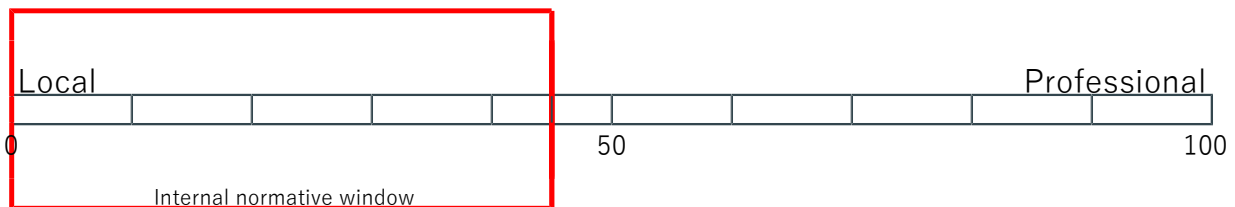
D4: FOCUS

D4 describes the degree of social control and the main focus of employees' identity. In a local company, employees identify with the boss and/or the unit in which they work. In a professional company, employees identify with their profession and/or the content of the job. D4 indicates to what extent employees' behavior is influenced by social norms. For example, in a highly local culture, employees will be strongly influenced by social norms. The degree to which employees identify with the total organization is by **Identification with organization** and is not measured by D4.

In a **very local** culture employees are very short-term oriented and internally focused. There is strong social control to be like everybody else. Local cultures can be functional in situations where people operate under extreme threat, as in the case of an army at war. Similarly, a local culture can be functional in "Us against the rest of the world" kinds of situations, such as when a pioneer tries to succeed where everybody else has failed.

A **very professional** culture enables people to be oriented toward the long term, to go out into the world to learn about the latest developments, to thrive in a diverse work place. This type of culture enables effective cooperation between different departments and function groups.

D4: Focus



D5: APPROACHABILITY

This dimension relates to the openness of an organization.

In an **open** culture newcomers are made to feel immediately welcomed; people are open to insiders and outsiders alike, and there is a shared belief that almost anyone fits in the organization.

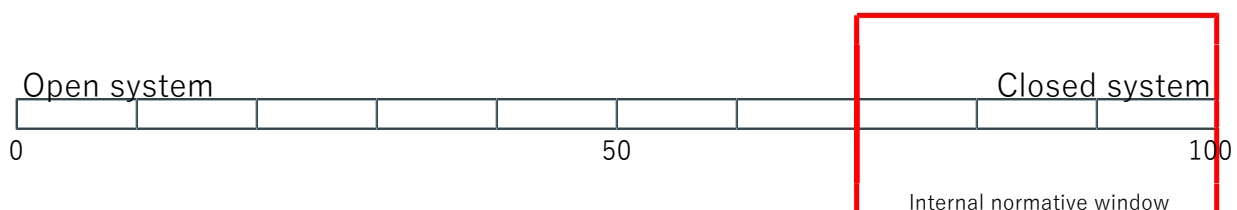
In a **closed** culture secrecy prevails, which may be necessary to protect intellectual property or prevent confidential information from being leaked. In this type of culture, a person has to earn his or her stripes before being accepted. Information travels slowly in a closed culture.

In a **very closed** culture, people feel that they are poorly informed, there is a lot of second guessing, and the grape vine thrives. In this culture, people form in groups and exclude colleagues, which can lead to dysfunction.

This dimension significantly influences the culture of open versus closed communication. D1, means versus goal-orientation, also influences the degree of open or closed communication. In other words, certain combinations of D1, means versus goal-orientation, and D5, open versus closed communication, comprise a sub-dimension defined by the scores on D1 and D5.

This aspect of a culture is most related to employee satisfaction, as our research shows that employees prefer an open culture. Yet, senior leaders will sometimes opt for a more closed culture, for example, to avoid industrial espionage or to secure sensitive information.

D5: Approachability



D6: MANAGEMENT PHILOSOPHY

D6, employee versus work orientation, is most tied to the leadership philosophy of top executives, since they create a vision for the culture and set the tone through their actions and behaviors. This dimension opposes a concern for people to a concern versus completing the job, whatever the price may be.

In an **very employee-oriented** culture people feel that managers care about personal problems and that the organization shares responsibility for the welfare of its employees, sometimes at the expense of the work.

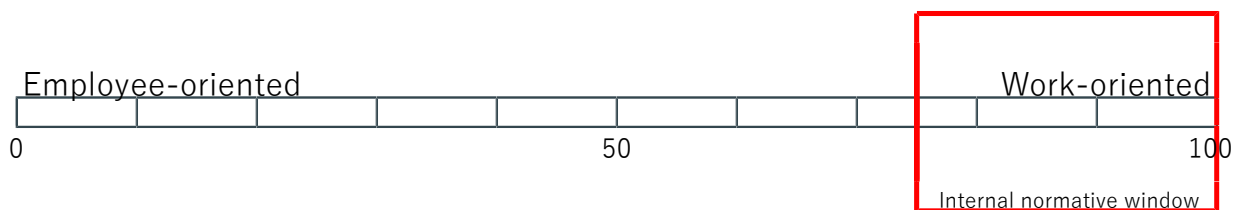
In a **very work-oriented** culture there is intense pressure to perform the task regardless of the cost to employees.

This aspect of a culture is most related to employee satisfaction, as in the case of D5, open versus closed system. Our research shows that employees prefer an employee-oriented culture, unless they are extremely ambitious or driven, as in the case of a highly committed sales force that strives to achieve its targets at all costs.

Often management will create a culture scoring more work-oriented than people prefer, as putting people under pressure is often confused with creating a culture which motivates people to work hard. See par. 2.1.

A work-oriented culture may be functional when a challenging situation confronts the organization and/or if employees are very ambitious or driven.

D6: Management philosophy



6.3 Normative Windows

An **internal normative window** has a fixed size and represents dysfunctional characteristics of a culture in absolute terms. “Absolute” means that these characteristics are always dysfunctional regardless of your context and requirements. In the case of D1, three out of nine questions comprising this dimension have a normative character. In the case of D1, dysfunctional characteristics include:

- People playing disruptive political games
- People who do not follow through with what they say and promise
- Scapegoating those who didn't do anything wrong

If your actual culture is positioned somewhere between 0 to 35, you are in the danger zone, regardless of the type of organization you need to be.

Next to **internal** normative windows, having a fixed size, we have identified **external** normative windows. External normative windows have a maximum but not a fixed size. For example, external windows may be smaller than the maximum size depending on the environment in which your culture is embedded. The external window will limit the area in which your optimal subculture can be positioned.

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