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### Organizational culture – what is culture?

- Culture is the way people perform everyday routines and work in the organization.
- Culture is the way how an organization solves problems to achieve its goals and to maintain itself.



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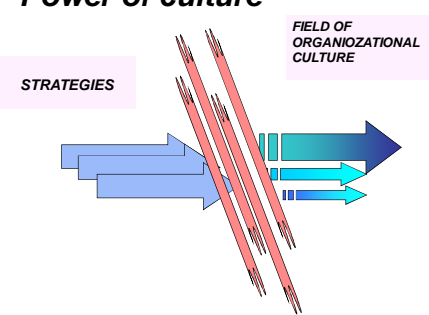
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### Power of culture



STRATEGIES

FIELD OF ORGANIZATIONAL CULTURE



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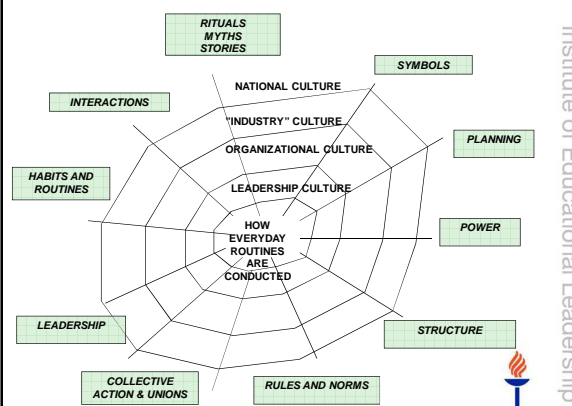
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RITUALS  
MYTHS  
STORIES

SYMBOLS

NATIONAL CULTURE

INTERACTIONS

"INDUSTRY" CULTURE

ORGANIZATIONAL CULTURE

PLANNING

HABITS AND ROUTINES

LEADERSHIP CULTURE

POWER


HOW EVERYDAY ROUTINES ARE CONDUCTED

LEADERSHIP

STRUCTURE

COLLECTIVE ACTION & UNIONS

RULES AND NORMS



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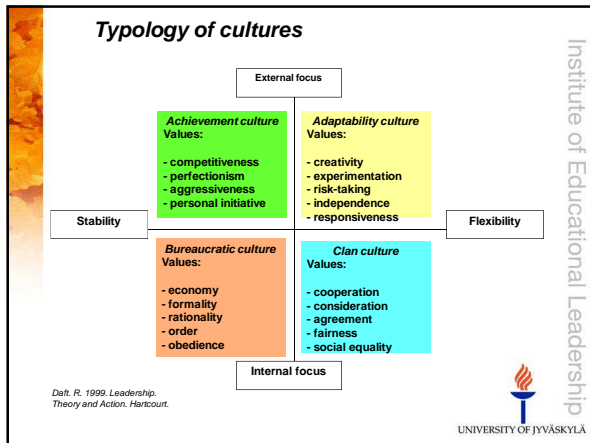
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- Features in organizational culture that support innovation**
1. *People-orientation*
  2. *Development-orientation*
  3. *Risk-taking*
  4. *Innovativeness*
  5. *Independence*
  6. *Sharing knowledge*
  7. *Support from team*
  8. *Alignment of values*
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- Features in organizational culture that support innovation**
1. *People-orientation*
-  Support and encouragement
  -  Delegation but not left alone
  -  Genuine feelings of unity and community, with accountability for project teams and groups.
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**Features in organizational culture that support innovation**

**2. Development-orientation**

- Visionary approach vs. short term
- Include innovation and continuous development into the strategies of the organization

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**Features in organizational culture that support innovation**

**3. Risk-taking**

- Mistakes seen as learning opportunities or being punished for
- Tolerate conflict, because innovations often arise in conflicting situations and competing ideas.

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**Features in organizational culture that support innovation**

**4. Innovativeness**

- Valuing new ideas or steady action
- Experimentation vs. detailed logistical analyses

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**Features in organizational culture that support innovation**

**5. Independence**

- Great freedom at work or rules and regulations
- Intrinsic motivation & flow

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**Features in organizational culture that support innovation**

**6. Sharing knowledge**

- Common knowledge, knowledge transfer or knowledge not shared
- Utilize tacit knowledge
- Knowledge management
- Leading & developing competencies

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**Features in organizational culture that support innovation**

**7. Support from team**

- Commitment to common goals or working alone
- Develop trust and psychological safety in teams
- Shared learning
- Constructive critique

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**Features in organizational culture that support innovation**

**8. Alignment of values**

- Organizational values support goals or personal values guide work
- Shared values are strongly linked to organizational learning
- Constructive critique

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