Optimizing Synergies for Healthy Corporate Culture

Sanjeev Kumar Mathur and Sunil Kumar Gupta

Abstract—By enlarge, most people across globe are job seekers to earn money and lead a comfortable life. The corporate culture exerts a sizeable amount of influence on people. The essence of job work is purely to get tangible and intangible benefits. One such major intangible benefit is personal and professional happiness. The corporate culture is the creation of its own people and it is dynamic in nature. The synergistic effect can be experienced by creating and practicing healthy corporate culture. The recipe to healthy corporate culture has simple ingredients, but when they mix up, can produce magic at work place and home.

Index Terms—Corporate culture, job seekers, ingredients, recipe, synergistic effect, tangible and intangible benefits.

I. INTRODUCTION

Globally speaking, an average person spends about 45 – 50 hours a week in an organization mingling with people of diverse nations, cultures, castes, creed and social strata. In other words, we can say that it is almost an equal amount of time that is available with a person to share with the family, which actually does not happen. Under the circumstances, we can't ignore the importance of ambience at work place, which has its roots emerging from the agreed and accepted culture that is deep rooted and deep seated due to long existence. It is not uncommon to find professional couples discussing and sharing their organizational matters when they meet up over a dinner meet. Let us accept that corporate culture's spillover effect in personal life is conspicuous in thoughts, deliberations and actions of all of us. A person crafts the boat of his life to deal with the whirlpool in a sea, where the imprints of corporate culture are quite visible. Culture is an expression of a situation in a manner that an organization identifies. It provides a set of behavior pattern to various situations that may evolve from time to time. In corporate, they become the benchmark or common sense/ knowledge for all. As a matter of fact, we spend lesser time with our families than with our corporate colleagues.

We get the opportunity to enrich ourselves with diverse ideas and values. A strong and significant corporate culture is very essential to keep people happy and satisfied. This helps to generate positive distinctive emotional aura

experienced instinctively for enhanced performance. The organizational culture can make or break the future of the company and those who constitute its human dimension. There are some simple and very ordinary points under consideration to achieve synergies for healthy corporate culture. The corporate culture is not static, as it needs amendments from time to time to discard redundant thoughts and embrace pure and powerful ideas [1]-[28].

- Maintain Simple Taste in Talent Selection
- Promote camaraderie
- Flow of Positive Energy & Attitudes
- Creation of Value Driven System
- Bind People
- Innovation & Creation
- Trust, Openness & Transparency
- Opportunity to Empathetic Listening
- Be Supportive
- Employee Welfare Schemes

II. MAINTAIN SIMPLE TASTE IN TALENT SELECTION

Simplicity is the character of the culture. Organizations that don't compromise with the quality intake of its employees, flaunt that their taste in talent selection is simplest – they want the best in the industry. They need professionals who bring fun & enthusiasm in to tasks and transform plain Vanilla like group into a team with flair and flavor. They also recognize that retention of quality employees is a gigantic task and they minutely look into the employee aspirations ranging from small to big. Hence, they offer lucrative pay packages to enhance their productivity and sense of understanding and belongingness to organization. Also, they offer intangible benefits with very high emotional value. Most of the successful organizations are having young professionals in large numbers. Bharti Airtel, Gurgaon (India) is providing facility of crèche, which is one of the best for the toddlers of its young employees. This allows employees to be engaged with their work wholeheartedly and put in their best, as they are absolutely carefree from the worries of their small nipper(s). Such organizations have a crystal clear philosophy: **we don't have ordinary employees because we don't have ordinary facilities for them**. Such a philosophy is hugely energizing and refreshing to corporate culture.

III. PROMOTE CAMARADERIE

This is a constructive tool to improve the ambience prevalent in the organization and a strength provider to corporate culture. When human relationships at workplace

get better, it fills the place of work with 4 Es i.e. Enthusiasm, Enjoyment, Emotions and Energy. What else can an organization ask for, to build up an ideal corporate culture? Camaraderie has a direct positive impact on organizational performance. Someone has rightly said: **success breeds success**. The employees of a successful organization will always be happy because there is nothing more delightful than to play a role in the success of organization that everyone acknowledges. Such an atmosphere can be created by sending personal egos into an orbit of permanent sabbatical and encouraging and promoting the feeling of oneness. Employees must be encouraged to fight against the circumstances together rather than competing with one another. This strong camaraderie is a system embedded feature in Indian Oil Refinery, Mathura (India). The Head of Operations organizes family get together within the campus on important occasions and give opportunity to the families of employees in the campus to mingle up and understand one another to improve personal relationships so that the same have a spillover effect at work stations.

I. Flow of Positive Energy and Attitudes

The culture of an organization can be given a positive semblance by letting the system float with positive energy and consciously making the attitude of its employees better. There is an old adage: **what you sow today, you will reap tomorrow**. A successful organization is one which has intelligent plans for employees to feel the flow of positive energy in the system with right mind set. It takes years for organizations to earn the reputation of being very positive towards its employees and taking into its stride all the mistakes during the journey of execution of tasks. Life is a wonderful journey and we learn and grow with an attitude of possibility thinking. The people who aren't afraid of failure naturally stretch boundaries of their imaginations and always come up with the best ideas to further enrich the organizational culture. The can – do attitude of Late Dr. Parwinder Singh, Chairman, Ranbaxy allowed it to grow robust in global markets in the 90s and attain an unassailable position in Indian Pharmaceutical market. Positive energy, right attitude and speedy response were few characteristics of Ranbaxy employees in all ranks.

IV. Creation of Value Driven System

A wise man has said: **An organization that is bound by ideals and set of values is preset to excel through its jewels i.e.** employees. It is one of the challenges for every organization to spell out a healthy value system to get on with the business. The Generation Young (also known as Gen Y) is brilliant, talented and impatient and wants to work for those organizations where the values of theirs are in perfect synchronization. An organization through proclamation of its values can attract young likeminded professionals who can jell well and become a bringer to its halcyon days. An organization that preaches and practices rich values provides strength to its existing structure. Young professionals joining the organization give further vigor to it. The 2010 Global MAKE panel recognized Wipro

Technologies for creating knowledge driven organizational culture and collaborative knowledge sharing work environment.

V. Bind People

When faced with challenges or stressful situation, the professionals must be with such an attitude that they should stop expressing their individuality and fit seamlessly in to the team and perform tasks irrespective of job titles, positions and social status. The spirit is just one: together, we have to surmount adversities and we should not stop till the task at hand is accomplished. It is the culture that makes professionals knows when to play and when to get serious. Not many organizations across globe can boast of having philosophy of one family one cause. However,, one such organization that knows how to weave employees in to one unit with a common cause is Infosys Technologies, Bangaluru (India). It was founded in 1981 by seven young software professionals. There was a time in 1990, when the selling of operations was a strong probable option with the acceptance of an offer of $1 million. The CEO, Mr. Narayana Moorthy gave this option to buy out all shares of it to his fellow founder members and pledged that he would fight hard till the last to make it a global giant. Later on, it was bestowed all prestigious International Awards.

VI. Innovation and Creation

There is a famous quote: **A ship is safe in port, but that is not for what ships are meant for**. In the spirit of this quote, an organization can go all out to create conducive and encouraging environment in which individuals may be given ample of opportunities to stretch out wings of their imagination to come out with creative ways and means , through which, processes may be improved and costs of operations may be reduced to a great extent. These way organizations underpin themselves to successfully face the industry specific pestilence that may engulf the business fortunes of the organizations and render organization obsolete. In the 1990s, when Cipla Limited – a pharmaceutical giant in India was faced with the hostilities of trade unions to operate smoothly for the promotion of their brands, they had two alternatives – either to succumb to the unjustified demand of the union or to take them by their horn and challenge them in the market to stay alive. The company opted for the latter and introduced the concept of reaching out to medical fraternity by courier marketing. It was an offbeat idea to market pharmaceutical products in India. Nobody had thought of it earlier. It generated a lot of interest and curiosity among doctors pan India. The result: Cipla became number 1 in the market with better penetration and reach to the doctors across country. Their novelty of operations offered prompt and expeditious services through courier marketing.

VII. Trust, Openness and Transparency

Someone has said: **Trust**, **openness & Transparency are the building blocks of a positive reputation of an**

organization. Mutual trust, Openness and transparency always promote synergy in the system. Organizations that value trust, openness and transparency inspire employees to contribute freely to make it an ideal work place to work for. A carefree and expressive mind acts as a wick in the candle of healthy work culture. The burning light of interested minds adds value to dimensions of corporate culture. There are umpteen examples in Indian business world. One organization that has really made an indelible mark in the global markets with its policy of mutual trust, openness and transparency is Win Medicare, whose CEO is Mr. U. K. Modi. The phenomenal organizational success calls for study the corporate culture and its USPs. One such factor that emerges strongly is stable team that has been with the organization through the ebb and flow of its fortunes due to trust, openness & transparency. One octogenarian Mr. Swarn Kumar Chopra with approximately six decades of association with the company is an exemplary paradigm.

VIII. OPPORTUNITY TO EMPATHETIC LISTENING

A good organization skillfully manages its employees by giving equal chance to all for empathetic listening, where punitive measures are missing. Through proactive listening, communication gets momentum. Most of the times, problems find a proper resolution by active listening on the part of managers. Organizations that perform exit interviews or sit with non performers during their stay to evaluate reasons lower than accepted level of performance are able to identify chinks in the armor of performance and take corrective measures to improve productivity and create a success of culture. The believability in empathetic listening promotes triumph in the air. This makes an organization valuable and shining.

IX. SUPPORTIVE SYSTEM

The deep seated roots of organizational culture get the necessary nourishment and vitality through a supportive system for its employees. It is being seen that organizations that have become colossal over a period of time have spent a fairly good amount of time to provide wholehearted support to its pool of employees on professional and personal front. Thinking of an assured backup support in the form of organization improves relationships at work place and better productivity for its employees. In the aftermath of 26/ 11 incident in Mumbai, Taj Group of Hotels CEO , Mr. Ratan Tata's unmatched philanthropy became the talk of the nation when he silently offered financial, emotional & educational help to all its employees – dead or alive, who had experienced horrific time at Hotel Taj in South Mumbai during atrocious terrorist attack. That is the legacy of Tata Sons – the oldest and most accomplished industrial house in India and being scion of J R D Tata, it happened very naturally for him. There was no conflict in his mind while deciding to pump in billions of money on employees. Employees of such business houses feel immeasurably privileged and honored, being a part of such corporate culture. No wonder, the General Manager of Taj Hotel, Mr. Karambir Kang who lost his spouse and kids during terrorist attack, saved thousands of lives of guests in the hotel during 60 hours siege without caring for his own life. Just one reason, one passion! Either to stay afloat with the ship or go down with it! Strong organizations inculcate such a philosophy and the employees carry it forward religiously.

X. EMPLOYEE WELFARE SCHEME

Any organization that is serious about health of its culture confers on employees a lot of welfare schemes to retain them and strengthen its operations through impressive performance. They believe in profit sharing and making employees partners in success. Most of the Indian MNCs attract and retain employees with incredible desire to produce amazing output through Employee Share Option Plans (ESOPs), which is directly linked to performance of organization. This scheme makes all functions watertight and the chances of failure get bleak. TCS, Infosys, Wipro etc. follow this practice to make their culture rich, impregnable and insulate from outside forces.

Nowadays Lucrative Medical Facilities to entire family of employee adds value to attract and retain talent and make corporate culture rich and proud. Organizations offer complete health coverage including critical diseases under Medical Health Insurance to employees and earn the reputation of being caring employers.

Some organizations even allow its employees to become entrepreneur and extend them full financial help equivalent to salary for six months to settle down.

Bharti Hexacom Limited in India offers this generous facility to its young family members with provision of six month's salary to assist employee to settle down with new venture.

XI. CONCLUSION

Organizations can optimize synergies for a rich and healthy culture by introducing simple things and practicing them consistently. The performance management needs tight supervision and free flowing creativity. An organization is required to develop above mentioned key culture enhancing spokes of wheel to be one of the best organizations, where employees feel happy on both professional and personal front and churn out most efficacious results.

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Sanjeev Kumar Mathur received Gold Medal in B.Sc (Sciencece Maths) from Maharaja's College, University of Rajasthan, Jaipur, Rajasthan in the year 1982 and completed M.Sc. (Chemistry) from Department of Chemistry, University of Rajasthan, Jaipur, Rajasthan in1984. He passed out MBA (Marketing Management) in 1990 from R A Podar Institute of Management, University of Rajasthan, Jaipur, Rajasthan. He has served pharmaceutical industry for more than two decades at various responsible positions and successfully trained hundreds of pharmaceutical professionals up to ZSM level Pan India. Presently, he is associated with an RTU affiliated college and serving as Professor & HOD – MBA Department. He is a Soft Skills Trainer too and imparts training to PG students of University of Rajasthan under the aegis of UGC.

Sunil Kumar Gupta got his B.E. in Electrical Engineering from University of Rajasthan, Jaipur, India in 2003 and M.E. in Power Electronics Machine Design and Drives from Maharshi Dayanand University *Rohtak*, India in 2006. Presently, he is a research scholar in Department of Electrical Engineering, Malaviya National Institute of Technology Jaipur (INDIA). He is an Associate Professor & HOD in Department of Electrical Engineering with Sobhasaria Engineering College, Sikar, Rajasthan, INDIA. He is having more than eight years of teaching, research and industrial experience. His research interests include power electronics, power system, electrical machines, drive and non-conventional energy sources.