

Diagnosing Corporate Culture Proclamations Web Exercise

by

Steven L. McShane
University of Western Australia
Perth, Australia

This exercise may be used by current adopters of:

S. L. McShane *Canadian Organizational Behaviour*, 5th ed. (Toronto: McGraw-Hill Ryerson, 2004); S. L. McShane & M. A. von Glinow, *Organizational Behavior*, 3rd ed. (Boston: McGraw-Hill, 2005); S. L. McShane & T. Travaglione, *Organisational Behaviour on the Pacific Rim*, 1st ed. (Sydney: McGraw-Hill Australia, 2003)

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Purpose

To understand the importance and contents in which corporate culture is identified and discussed in organizations.

Instructions

This exercise is primarily intended as a take-home activity, although it can be completed in class where computers and Internet connections are available. The instructor will divide the class into small teams (typically 4-5 people per team). Each team is assigned a specific industry – such as energy, biotechnology, computer hardware.

The team's task is to search web sites of several companies in the selected industry for company statements about their corporate culture. Use the company web site search engine (if it exists) to find documents with key phrases such as “corporate culture” or “company values”.

In the next class, or at the end of the time allotted in the current class, students will report on their observations by answering the following three discussion questions:

Discussion Questions

1. What values seem to dominate the corporate culture of the companies you searched? Are these values similar or diverse across companies in the industry?
2. What was the broader content of the web pages where these companies described or mentioned its corporate culture?
3. Do companies in this industry refer to their corporate culture on the web sites more or less than companies in other industries searched by team in this class?