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- ★ Stories- how organisation explain itself
- ★ Symbols- the un/official representation of culture
- ★ Power structure- the people that have the power
- ★ Organisation structure-formal structures and hierarchy
- ★ Control system- how organisation controls the thinks they have done
- ★ Rituals & routines- the accepted norms and practices



It is divided into 6 categories:

Stories- how organisation explain itself

Symbols- the un/official representation of culture

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Organisation structure-formal structures and hierarchy

Control system- - how organisation controls the thinks they have done

Rituals & routines- the accepted norms and practices

The importance of the organisation culture refers to the unique way of beliefs, values and norms and how combined make employees fulfill company's goal.



Founded in 1995 by Larry Page and Sergey Brin

First name Backrub!

The name of Google is official from August 1998

The new logo since 2015!

„The trio co-founders Sergey Brin, Larry Page and executive Eric Smith are the one that have most of the power and theirs vote in the company have two-thirds of voting power”. (New-York Times,2016)

Stories- „ it can bee seen as one of the ways to encode data about an organisation.” (Jennex,2009)

Google was founded in 1995 by two PhD students at Stanford University, Larry Page and Sergey Brin. After many disagreements, they determined the importance of World Wide Web and it was called Backrub. Google is official into market from August 1998, having his first office into a garage in California. (About.google, 2020)

Symbols- The symbol of Google was first design in 1998, with the help of Microsoft Company, while changing name from Backrub. Trying to mimic Yahoo!, designers use the exclamation mark. Even the colour have a meaning behind them, all being primary colour. In 2015, the company introduce the new logo, „the rainbow G” being easy to recognise all around the world. (Inkbot Design, 2019)

Power structure – Google have a flexible structure able to adapt rapidly to changes and external environment. The company has a week class of hierarchy, in where to top class is short and the control is wide. This allows a smooth communication between managers and employees. (Google-management,2018)

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Everyday, efforts are continually done to improve characteristic of Google's organization culture by innovation, communication and focus on enhancing employee performance. (Forbes.com, 2020)



„Google have a different concept between performance and rewards, because employee is entitled to reward regardless of their performance.“ (Nelson and Quick, 2012)

Organisational culture- Google organisational culture is two cultures combine: creativity and social culture because it focuses more on innovation, creativity, customs and behavioural ideas that influence employee's behaviour. Everyday, efforts are continually done to improve characteristics of Google's organisational culture by innovation, communication and focus on enhancing employee performance. (Forbes.com, 2020)

The world-changing organisation culture, beliefs in employee happiness and productivity. Google is the company that is known as employee orientated. Managers make sure that none of the employee is left behind and each idea is value. Employee friendliness it is the most distinctive culture and it is linked to his success. That is why Google has been ranked as the best environment to work in.

Control system- the most critical roll is played by leaders. They are responsible on getting the financial system on the right way, take good care of the quality control system and motivates employees with rewards.

The Telegraph claims that Google, starting from this year will offer bank accounts, that aims at online banking retailers and threat British players. (The Telegraph, 2019) Quality Management System or QMS aims to maintain and support different activities for continual improvement to business compliance.

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Routines and rituals- these are the energetic activities that makes employees have a better moral and boost the team productivity. Workplace rituals create connections in a team, grow, stabilize and keep the team focus and with confidence. Also, rituals and routines help with anxiety and increase happiness. Google company is a kid's theme-park which allows employee to act with freedom.

Employees can come to work with their casual outfit

Pet friendly company

Free drinks and food

Free classes (self development, massages, stress-free, etc)

„The most emblematic meeting from Google is „All hands meeting” as they call it TGIF wich mean Thank God Is Friday where the open communication and employee empowerment”

Inspired by „The Internship” movie, at Google, the new employees, wear as they called the „Noogler” which is a hat with Google's colours that makes them feel part of the group. (Harvard Business Review, 2013)

Google

Analyse !!!



<https://www.youtube.com/watch?v=fUyIP0r7QxY>



The Internship !

Being one of the most effective company's in the global market, it shows an important of a good organisation design and human resource manifest within the company's the organisation culture. As a possible improvement in Google's culture is that the intensification of knowledge sharing to be allowed. This recommendation can extend people knowledge, skills and talent to innovate. Guiso, L., Sapienza, P., & Zingales, L. (2015)

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