

EASY JET

“Come on, let’s Fly!”

Workplace Culture and its Impact on Organisational Efficiency

Student Name: Davide Ambrosiani

Student Code: 2117749

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Critical Assess

Organization Culture

- Customer Focus
- Innovation and adaptability
- Employee empowerment
- Safety and compliance
- Diversity

(Trzebiatowska 2010)

Organization Structure

- Departmentalization
- Communication Channel
- Flexibility
- Coordination and Control

(Dos., Kosonen 2010)



PESTEL Analysis

Political:

- Government Policies
- After Brexit

Social:

- Consumer Preferences
- Demographic Changes

Environmental:

- Economic Condition
- Prices

Ecological:

- Climate Changes
- Emission Regulation

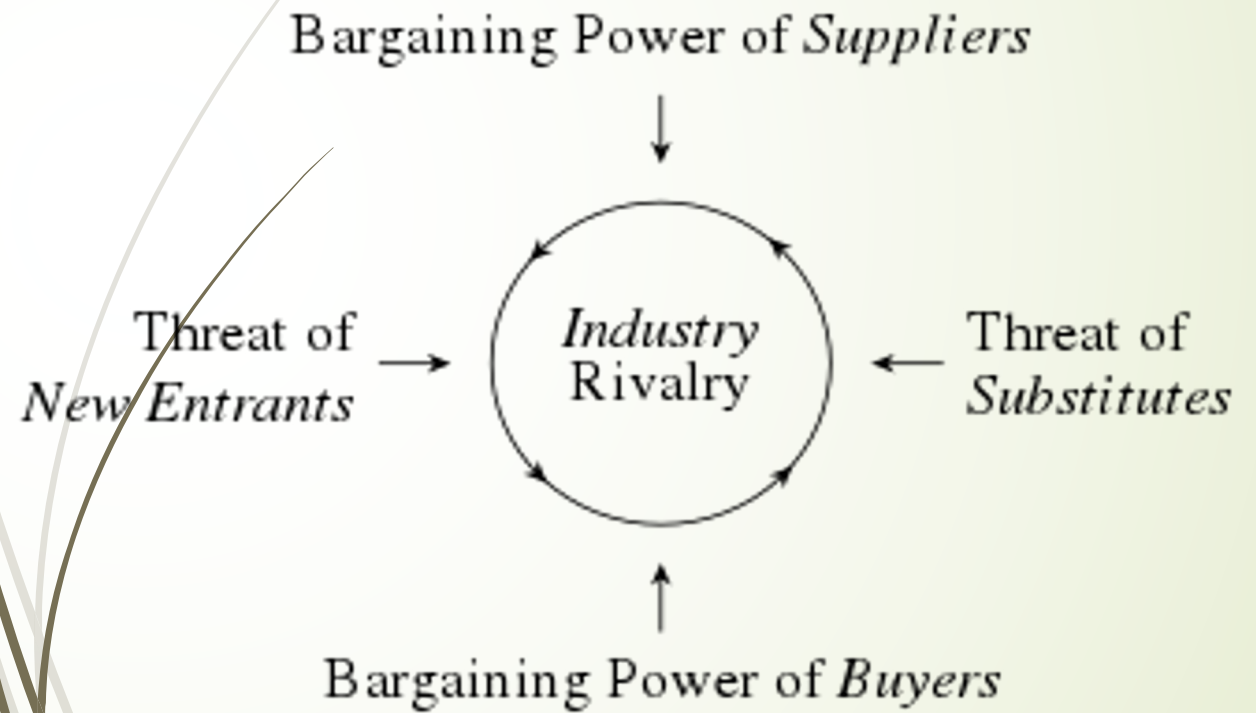
Technological:

- Cybersecurity
- Technological Advancements

Legal:

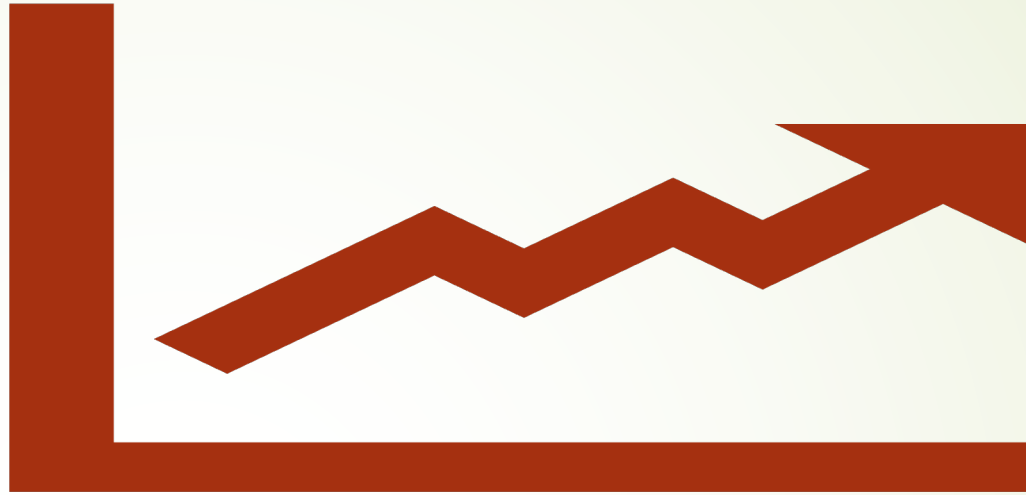
- Airline Regulations
- Competition

Porter Five Forces Model



(Lorisangella 2014)

Key Drivers for The Change



- Evolving Customer Demands
- Technological advancements
- Sustainability and climate changes
- Regulatory Compliance
- Employee Engagement



Ethical approaches

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- Customer Ethical Approach
 - Sustainability and Environmental responsibility
 - Ethical treatment of Employees
 - Responsible Community Engagement
 - Compliance and Integrity

Recommendations

- **Innovation**
- **Better Eco System**
- **Better Facility for costumers**
- **New idea to get new consumers**
- **Beat the competition**



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