

**UNIVERSITY OF WALES TRINITY SAINT DAVID
WORKPLACE CULTURE AND IT'S IMPACT ON
ORGANISATIONAL EFFICIENCY
(BMSW5105)**

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Introduction

Organisation culture is the values, behaviors and shared vision that contribute to the environment of the organisation, leading management and employees to work in harmony and with a totally compassion to the customers. It needs by an organisation to set rules and goals to stimulate every member of the staff to provide to the public always the same level of service. (Forsey,2018)

This report will be based on the importance for Grosvenor Casino to adopt an appropriate organisational culture that is shared and understood by employees and customers, above all it must be current with present issues as Covid-19 and Brexit. In the addiction the report will analyze the importance to set new objectives in favor of environment.Create a sustanibility culture has became a new objectives for many companies, in antipationc of a future laws focused in favor of the environment and with a good social impact that reaches the public. (Vapulus,2019).

Caratteristich of Business

Every organisation who want to be of success must established before to enter in the global market which model business must fit for the organisation for reach their goals.

For create an excellent organisation you must follow 3 important features:

1. **Repetable.**

A business of success must be repetable on the future, not just a income just in the present otherwise the organisation will fail after some time.

2. **Scalable.**

Any business of success must be present over all the area that is cover by his duty work, that means for create an excellent business with a lots of clients for example that a restaraunt in London with over 20 shops is more advangate to reach success than another business with just one shop.

Also employees are important, but a business of success must not put all of his success in the hand of just one employeer, but must have prestigious to follow in every worksite; this because prestigious is the more important kye to reach success because help every team member to complete his work in the same way everyday and to the customer to have the same threathment by every team member.

3. **Profitable.**

A business of success must have in an excellent money income and a very good level of popularity, but not always is easy.

How a business can reacht the top is the kyes of any idea of success and it is different in any business because everyone use different model to reich their goals.

(Gupta,2017).

GROSVENOR CASINO

Grosvenor Casino was established in 1970 and is the largest market leader in the casino sector with 53 casinos around the UK. The brand offers venues almost in every city of the country plus an efficient channel online. Before the pandemic of Covid-19 the profit of Grosvenor was reported of 56.8 m for year with over 1.7 million customers visit. Grosvenor Casino model of business is a very excellent example of a business of success lasting over time.

They have followed the 3 features cardinal of every business:

1. **repetable.**

In over 40 years of service, Grosvenor Casino have not lost their success; in fact they are the market leader of the Casino Industry all over the UK. Also the number of visitors every year increase, making new customers day by day that helps to transmit their values to many people and to increase their popularity.

2. **Scalable**

Grosvenor Casinos has many shops all around the UK to guarantee every possible customer a way to visit their worksite.

Also a fundamental in the company is that every employee must follow the same procedures in the same way everyday in every casino of the company. This helps team members to feel comfortable with their work and show to the customer a very high company value.

3. **Profitable.**

Grosvenor Casino is making profit every year and its management are always in search of new ideas for amplified business, using some of the profit to invest in new plans to create major profit the year later.

(Reynolds, 2021).

PESTEL Analysis

Pestel Analysis is a model for an organisation to understand external factors that could influence strategies and goals of the company, so they must be monitoring frequently and analyzed to make an efficient decision-making of the situation.

Political Factors.

Political Factors are of extremely impact for the business of the company because some political choices can oblige the company to change strategy or make changing on its culture.

The government measurement against "Covid-19" pandemic where all the venue indoor or outdoor for entertainment went shut down for more the one year. This it was a very hard situation for "Grosvenor Casino" , but the management has collabarate with the government with a ready reopening plan for let the business restart and get over 6000 people back to work safely.

Also Grosvenor Casinos has offer some of his venue for hosting meeting of Public Health England during this special time for cover some cost.

Brexit has influence the decision making of many companies that have been force to change strategy and completing focus on the attention of employees happyness because there are lackness of workforce in most of the sector of the business in the UK.

Economical factors.

Economical factors can change the plans of the company, infact if the economical growth around a business stop, the business will fell it.

"Covid-19" pandemic had a terrible impact on most of the business around UK and even if look like it is over now and most of the business where autoritised from the Government to reopeon, the economy is still not like before and it will be not for long time. Infact taking the example always of "Grosvenor Casinos" the venue are reopened , but there is not that affluence than before , this because there are still some restrictions on traveling aboard that hinders most of the important customers or possible investor away. This is a very damage for a company situated in UK, but with a logo of international value.

Grosvenor Casinos has making many plans during this year where was trying to avoid the gap to those away by restractions.

Of course the many offers create from the company to bet and entairteinment online during this period are helped the company to do not stay behind her competitors.

Technological factors

Technological factors helps Grosvenor Casino to stay in contact with their customer all around the world, specially during Covid-19 pandemic where the importance to have competitive online channel it is a mandatory of many business.

"Grosvenor One" was established on january 2019 and it was a launch website for Grosvenor Casino for be competitive on the gaming online all over the world. It was very helpfull specially when the venue were closed during "Covid-19" for let customers entertainment with the company during this period making profit at the same time. (B. Atanasov 2021)

"Grosvenor Vallet" it was a new idea for their customers to have a save account for their investement in casino. In other words Grosvenor Casinos is giving the chance to his customers to have a secure vallet where you can collect money in any venue,

avoiding the stress of some customers to bring cash with them. (B.Atanasov 2021).

SWOT Analysis

SWOT Analysis is a model for an organisation to understand its strengths and weakness to make strategy for the future and to analyze threats and make change if necessary.

Strenghts: High Workplace Skills, Excellent customer relationship, competitive online channel

Weakness: High sickness from employees during pandemic.

Opportunities: new customers through online channel.

Threats: Education of employees to sustanibility ethics.

Grosvenor Casino has devolped over the years the point of effiience over the years to garante to its customers always a perfect service through their high employees skills with the abillity to understand and enganging customers to make them feel comfortable and safe at any visit of their venues; also the excellent and accurate customer service helps Grosvenor Casino to influence their customer to became loyalty and satisfy of the company.

(Byrne,2018)

Formal and informal relationship between department and people

An organisation can adopt formal or informal structures to lead their member of staff to follow their strategies and to achieve objectivies.The difference between this two structures is the way used for manage the company by the management.Formal structures is when an organisation use rules and a fixed management guidelines to help and lead employees to make their job, that will be order by superior with a precise process to follow without the chance to make any change from an employee to another. Opinions and ideas of member of staff are not really considerate, because the organisation will continue on its startegy to help management to keep any kind of situation under control,but this strategy can be a disvantage for them because the process of changing something in the company will required time and

authorisation; In opposite an organisation founded with a informal structures will be more focalised on relationship between department to develop an emphasis to employees for make their ways of work personalised and open to their ideas and opininions; also an informal structures bring to an organisation the ability to be highly adaptable to change if needed, because there will be less to process to make in case of external forces ageing around the company, but management must reflect on the possible disavantage to be not provided of an official guidelines and rules to follow by employees, that can create possible misunderstaiinding and loses of efficiency in daily duties. (Quain,2019).

Formal and informal relationship are the process through an organisation create a contact to the customer during their using of the service; these two are two different steps for a company to offers a high quality customers following and are the way to make a customer feel listen and understood by the company. Formal relationship between employees and customers are all the rules and behavior that every member of the organisation follow to reflects to customers a united company under the same behavior and values; informal relationship between employees and customers are based on attitudes of employees that must be always positive to influence the customer to have a efficient service everytime. (Priyanshi).

Grosvenor Casino Relationship with customers

Grosvenor Casino focus on customers relationship to instill a good impression to every customer to make them promoter of the company to other people, for the company is mandatory the following of same procedures, same uniform and same values at any casino and is required to employees to instill an emphasy with the customer to make a contact and create a relationship between the company and the customer to increase his visit to the venues. It is imperative for the company to trasmitt the same message to every employees to helps the customer to have the same quality service by every department of the company. (BettingExpert)

Organisation Culture

Ethical dilemma has became over the years of high importantion for every organisation operating in any business, in fact corporate must focus their decision making of new strategy to adapt based on their ethical values, to maintain and share to people the same way of thinking after any decision to keep emphasy and loyalty of the public that believe on the organization values. Through a careful analyse every management must focus on external factors that must influence their culture, so it is their role to manage the plans of the organisation, without making change to the culture or if needed find a new values related to the new situation around the company, but it is imperative for them to remember their responsibilities on the

social impact of their actions.(Taylor,2021)

The choice of a fair and shared organizational culture by a company is essential to create the foundations of a strong and successful economy. Organisational culture is the set of values, beliefs and attitudes that an organisation follow to educating employees and customers to their ethical , to develop his strategy and reach objectives. It is imperative for an organisation to trasmitt its culture to their employees because it will be their role to reflects the culture through their values, behavior and attitudes. Satisfation of employees and success of the company are often related, for these reason many organisation have orienteded their culture in favor of employees for increasing the high workforce level and efficiency job done. (BT Editors,2018).

A poor listening and understing from an organisation to its employees and their problems will complicate the achievement of their objectives and will make difficult the relationship between customers and employees. In a workplace the atmosphere create by the management make the basics of behavior and attitudes of employees that will reflect on customer, so the success of the company and the satisfation of employees are stricly relageted because they are the workforce of the brands and their first promoter.(McMahon,2021).

Grosvenor Organisational Culture

Around Casino Industry there have been many ethical thinking over the Years, in fact with the increase of success of the sector, the story of people with gambling problems are often visible to everyone; many people that have lose their family and all their saving in Casino, opening a ethical dilemma on the right behavior to be adoperate from Casino industry to prevent and help those people that stragglng with gambling addiction. Governament has introduced new regulations to verify that every organisation around Casino industry help to prevent lyfestile change to their customer, to guarantee a safe and comfortable journey during their visit on the venues; casino industry have adopted a new strategy where the entertainment of people came first , so the role of the casino is to let people enjoy their time with the offer of service and to prevent any kind of addiction, to be of high social impact in lives of people, that can find in a casino a place where spend time in a correct way. (D.Denvir,2012).

Grosvenor Casino Organisational Culture is set to provide an efficient service to customer at anytime in their venues and it required a excellent level of professionalism by any member of staff in any departement. Competition in gambling industry has incressed through new competitor from online channel offering many offers to clients.Company reserve a special threathment called "S.T.A.R." that stands for service, team work , ambition and rewards to lead all the employees to the right attitudes and behavior. Grosvenor management focus his attention on continuos training to develop its staff to provide the best quality customer. (Glassdoor,2019).

Since Covid-19 pandemic started, Grosvenor has adopted a new culture of health and safety of employees and customers, guarantee always the same quality service to customer, but respecting carefully all the measures of prevention of Covid-19. Management has transmitted a clear message to employees and customers to understand of the importance to adopt behavior and attitudes to prevent the spread of the virus. (Clegg, 2020).

Establishment of sustainability culture of a workplace

Sustainability is a business approach to creating long-term value by taking into account the way a given organization operates in the ecological, social and economic environment. Sustainability is based on the assumption that the development of such strategies favors the longevity of the company. As expectations about corporate responsibility increase and transparency increases, companies are recognizing the need to act on sustainability to follow an actual external factors as climate change that is evident to everyone including their employees and customers. An organisation that have chosen to follow sustainability environment must follow a focus strategy on respect ethical behavior and attitude and transmit them to the public and every member of its staff, to create a changing on everyday life of people to make a visible impact on the situation that convince people to doing the right things. Many companies have chosen to incorporate a sustainability culture to follow because it is an actual situation that regarding everyone in the planet, so many management have chosen to based their values in favor of environment, fulfilling to many laws issued by Governments and to create emphasis of public. Consideration for people of climate change has increased and they have started to take in consideration to given a priority to product from organisation where there is a sustainability culture and strategy is based in favor to help to save the planet and recycling materials. (nibusinessinfo.co.uk)

Responsibilities in environmental for corporate

Corporate Environmental Responsibility concerns the environmental aspects of Corporate Social Responsibility (CSR). Adoptive an environmental ethics can provide an excellent impression to the public opinion helped by the current situations. Corporate Environmental Responsibility concerns the management of the use of natural resources in the most effective and efficient way in order to reduce environmental impacts and financial costs. It is a social responsibilities for

organisation to educate people to the sustainability, to avoid judge from extern and to respect laws by government. The company will acquire an excellent brand image where increase its good reputation, customers loyalty leads by common ethical, diffentation to other companies still beyond on environment culture.

(Mazurkiewicz,2004).

Most of the circumstances, a business that will base its strategy in favor of enviroment will earn popularity from people and incentive from Governament and it has become a very high objectives for many management because it is an actual situation, which is challenging everyone and it is duty of every person to do its part. Management of organisation must lead their team member to the righ attitudes and behavior to adopt for help to save the planet. (Sullivan,2017).

Ethical standards,values and beliefs of an organisation

Organizational ethicst examines ethical principles and morals or ethical problems that arise in an organizational environment. It applies to all aspects of organizational conduct and is relevant to the conduct of its management and employees as well as to the organization as a whole.Organizational ethics emphasizes the commitment of the organisation to promoting non-economic social values. They are related to the ethics of the company and the ethics of the individuals who work and purchase products from the organization. (Satyendra,2014).

An organisation must focus on the importance to transmitt its ethical to their employees, because it will be their role to spread values of the company to new employees and customers.(Fritz,1999).

The power of beliefs in business is one of the major point to be reflected by every organisation, in fact beliefs is the way to approch to situation,when people show, through their behavior and attitudes, which values lead them. So it is a mandatory role for the companies to adopt a carefully strategy to permitt their employees and clients the importance to get involved with fair and right beliefs and follow them to have a social impact in everyday life. Beliefs are coming from a trasmission values between people and for this reason they must be in concordance with a correct ethical culture. (Weinzweig,2018).

Grosvenor Casino Values

Grosvenor Casino operate in partnership with Carers Trust, to help people with challenges of caring; so Grosvenor Casino based its values on charity to develop an emphasis of their customers and employees. (Grosvenor Casino).

Also to help people during the pandemic, Grosvenor Casino has decided to donate 25.000 free meals to charity to confirm their decision to base their culture on charity and they used this action to influence public and employees to get involved with similar attitudes and behaviors. (Absolute).

Also Grosvenor Casino has started a new campaign to build new employees guarantee paid training to people that want to get involved in the Casino Industry; the Management has offered new training and to provide a gaming license to those people that want to have a new challenges in their life, the company will help people to develop Casino skills, but most will transmit to new employees their values that distinguish Grosvenor Casino to all the others organisation in the Gaming Industry, causing a lifestyle changing for those new people that will be influenced by carefully attitudes and behavior. (Rhys,2021).

Conclusion

This report was based on the importance of the choice from an organisation of a right and shared culture on an actual situation to make emphasis to employees and customers; the culture of a company leads its strategy and influences behavior and attitudes to help to offer social values to their customer. Communication between various departments of an organisation and public is one of the major ways to transmit their values to people. (Indeed,2021).

Many companies have opened their minds to become with an informal structures where every member of staff can bring ideas and opinions to personalize their way of work, to make them feel important and more satisfied of their work; organisations by the way must reflect on the issues brought by the excessive of liberty to employees and the lackness of official process to follow that can bring the company to challenge internal factors as misunderstanding. (Study.com)

Grosvenor Casino is open to new ideas from employees and it is often asking them for reviews or opinions, but it is mandatory for any team member the focus following of carefully rules to insure the conformity of the company.

Grosvenor Casino is operating in favor of charity and has developed many objectives to achieve to help those people in difficulty, but it is mandatory for the company to start a new process involving the environment situation on their plans and objectives because has become of every organisation in every sector of business to cooperate for save the planet through targeted actions. The importance of those actions from these organisations has increased the popularity and admiration of their brands. (Grosvenor Casino)

Grosvenor Casino has become one of the market leader in the gaming industry and it is mandatory for the management of the company to adopt a strategy that transmitt fair values to all employees, because it will be their role to guarantee to pass the right message to the public and create the right emphasis to start a process of lifestyle changing for everyone, that includes good behavior and attitudes. (Preston,2020)

REFLECTION

Organisational culture is the major important things to do when an enterpreaner starts a business because he will set on it his ideas, strategies and goals to achieve through different process to became a market leader of its sector; an attention study about the consideration of people on the subject must be done before the choose of the culture to follow, because it must create emphasis to people to helps them to believe in the ethical of the organisation. (Diversity is, 2011).

External factors as Covid-19 and Brexit have obligated Grosvenor to change its plan and to review its culture because these factors have change lyfestile of people in UK and the company must calculate it and make an actions.After the decision of the Governamnet to install in UK a point based immigration systems, which has stopped the arrival of new workforce from other country, Grosvenor must take in consideration the compliceance to find new workers, so they must analyze the ongoing situation and make an action plan to be at the same level of their competitor and increase the satisfation of their workers. Brexit has introducted more laws about money laundering, which obligate all casinos around the UK to an efficient and precise monitor of the provencience of the money of their customers, to guarante a clear and examplary vision statement of Governamament rules that is of good emphasis for customer to guarantee the loyalty of customers. (Stopher,2020).

Grosvenor follow carefully every laws emanded by UK Governamnet because their social impact on customers and employees must be exemplary to leads them to correct behavior and attitude. Many training are provideed from Grosvenor Casino to its employees to explain rules and importance of money laundering legislation. Due the concerns of the Covid-19 pandemic, Casino industry has learn how to survive with a future full on incertence. Every organisation operating in the Casino industry must reflect on the high possibility to see again new restrictions and a new closing of venues, so they must invest on their online platform to be at same level of competitor and the chance to earn revenue from online gambling (leanbackplayer.com).

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