

Analysis of Workplace Culture of IKEA and its Impact on Organisational Efficiency using Edward T. Hall model

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Workplace Culture Definition

1. It Shapes Public Image



2. It Affect the Performance of the Organisation



3. It Navigates Company to the Right Directions



The IKEA Way



"Maintaining a strong IKEA culture is one of the most crucial factors behind the continued success of the IKEA concept".

-Ingvar Kamrad, founder of IKEA

(Source: Adapted from IKEA 2013)

4. It Motivates and Attract Employees



THE ICEBERG

that links organizational change

Visible Organizational Culture



TORBEN RICK - WWW.TORBENRICK.EU

Edward T. Hall's Iceberg Model

One of the visible culture elements are artifacts, divided into;

Actions

- Language
- Behaviour
- Rituals

Physical Structures

- Office layout
- Design and décor
- Technology

Values

- Legends and stories
- Togetherness and collaboration
- Beliefs
- Awards and Recognition

IKEA'S Structure

- To be part of IKEA Family
- Informality
- Collaboration
- Teamwork
- Sharing Ideas

Diversity

- Value employees beliefs
- Know your rights
- Everyone's equal

Teamwork



Diversity



“People and Planet Positive Strategy”

Ikea’s responsible actions speak about their environmental friendly culture and bring profit and good reputation to the company.

Employees are proud about helping communities and recommending Ikea as great place to work with lots of benefits and employees perks.

Looking after employees well-being, personal grow and self-actualisation

