



Disney Culture And its Impact on Organizational Efficiency

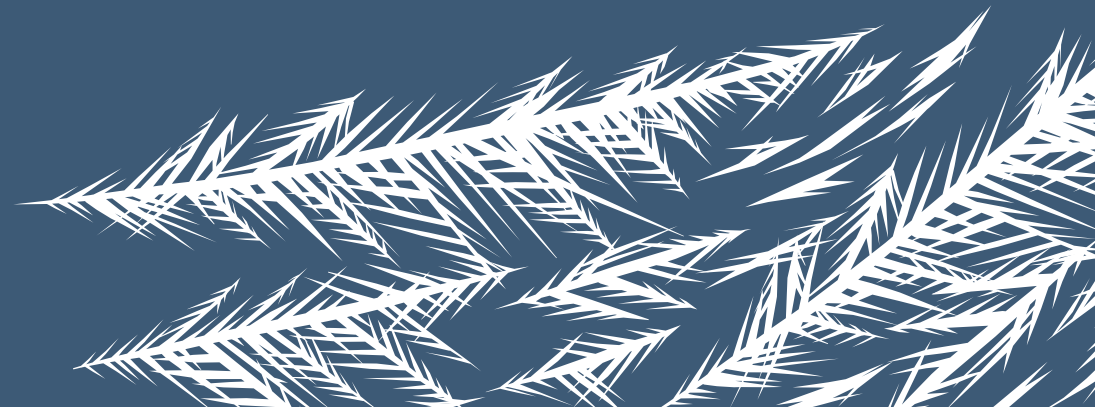


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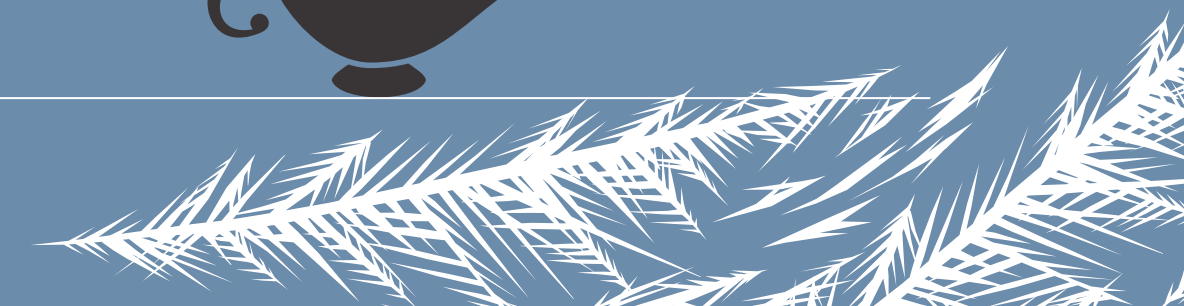
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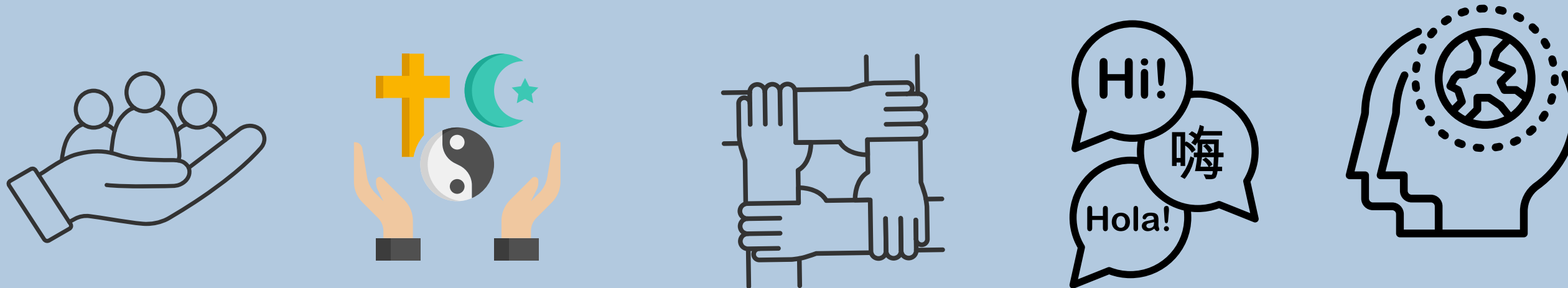
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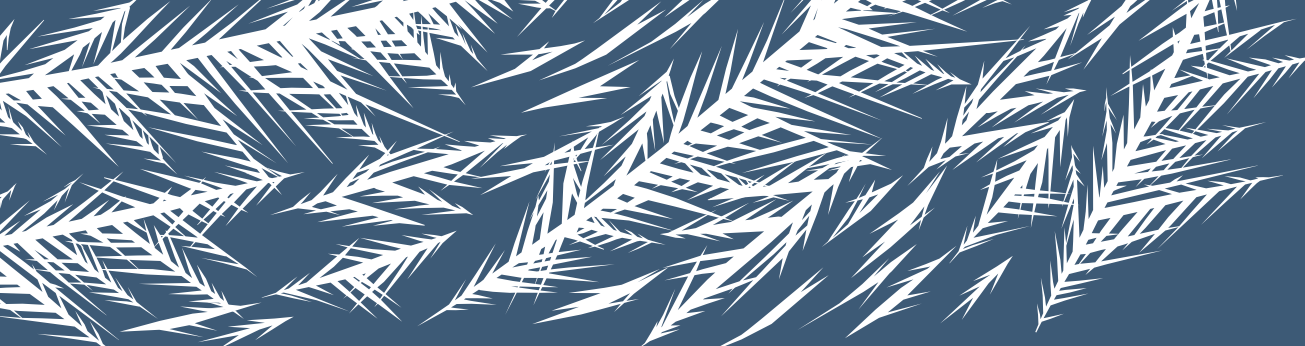


In this report, I will focus on the application and analysis of the company's culture in such a way that I can critically analyse the ethics and unethical behaviour of the companies that affect employees and organization.

What is Culture?

The shared value, beliefs, and norms which influence the way employees think, feel and act towards others inside and outside the organization. Culture also includes the organization's vision, systems, symbols, language, assumptions and habits (Needle, 2004).

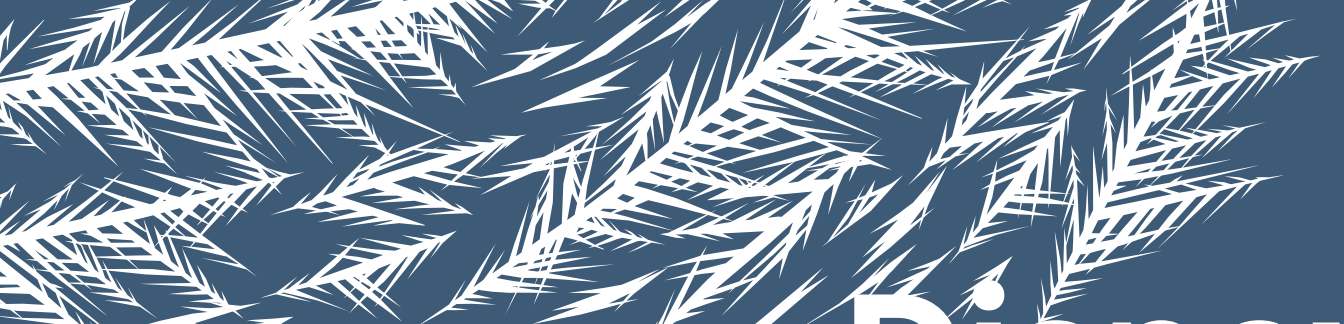




Overview of Disney Organisation

The Walt Disney Company is one of the most reputable entertainment corporations in the world, which was established in 1923 and named after its founder. The company is specialized in the production of cartoons and family movies but also develops such business directions as toys, amusement parks, books, music, video games, and tv channels. (BOUBIR, 2021)





Disney Culture, Mission/Vision

According to Williams (2017)
the Walt Disney Company's corporate mission and vision
statements, which aim for leadership in providing
entertainment and the business succeeds internationally
because it also has organizational cultural attributes that
empower employees to maximize their performance and
the company's profitability.



Disney Culture

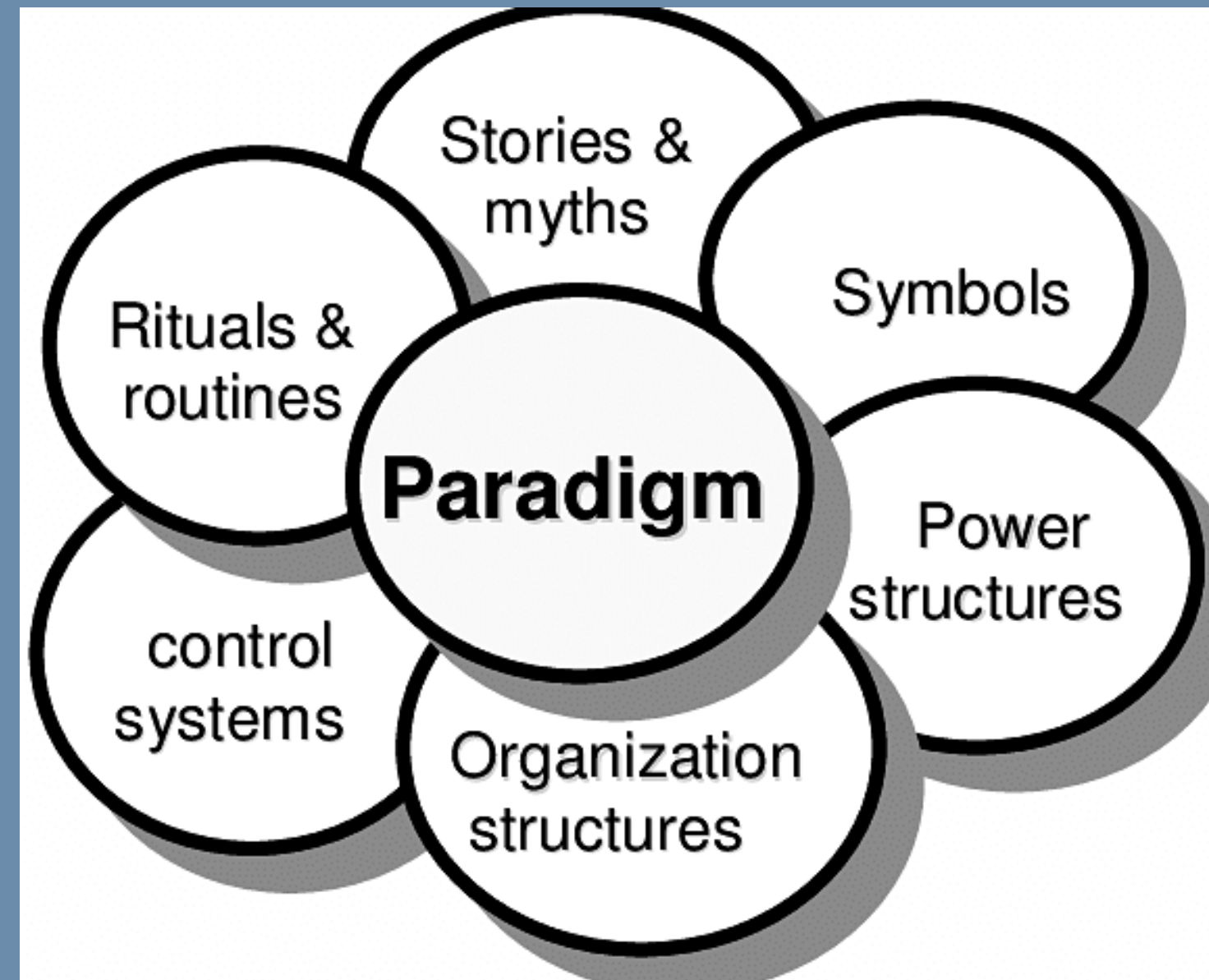
According to Walt Disney's Dream Culture (2017) their principles are ingrained in the attitudes and actions of its workers thanks to the culture of Walt Disney, which provides a rich setting for human resource management. His staff are motivated by this method, and they in turn motivate Disney consumers by inspiring them to return for more fantastic experiences and their strong culture.



Cultural Web Analysis of the Organization

Stories

According to Cechin (2014) the organization remain deeply committed to doing our part to ensure that in growing our businesses, we are operating with integrity, taking care of our people, and doing good in our world.



Symbols

According to BOUBIR (2021) the logo uses a whole palette of bright colors, which create a sensation of magic and power.

Cultural Web Analysis of the Organization

Control Systems

According to Kaufman (2022) To ensure that all assets are properly maintained and nothing is compromised, the Disney corporation uses both internal and external control systems.

Power Structure

According to Martin and Liu (2017) Disney power structure is based in shareholders .

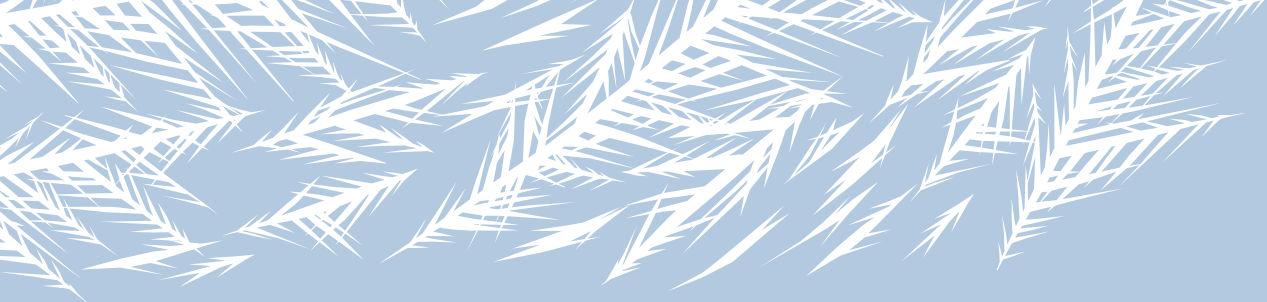
Organizational Culture

According to Organimi (2021) Disney utilizes a decentralized cooperative multidivisional (M-form) flat organizational structure. This focuses on different business types and is common in diversified companies that have a wide breadth of operations, especially where these operations are carried out globally.

Ethical Stance of Disney

According to Zachary (2022), The company promotes **diversity**, **equity**, and **inclusion** in its workplace and beyond in several ways, including by implementing new content inclusion standards and launching a new talent acquisition initiative.





Ethical

Work matters

People matter

People and their
careers are
worthy of care and
investment

Work can and should be a
force
for good; for
organisations,
workers and the
communities,
societies and economies
they
are part of.

Professionalism matters

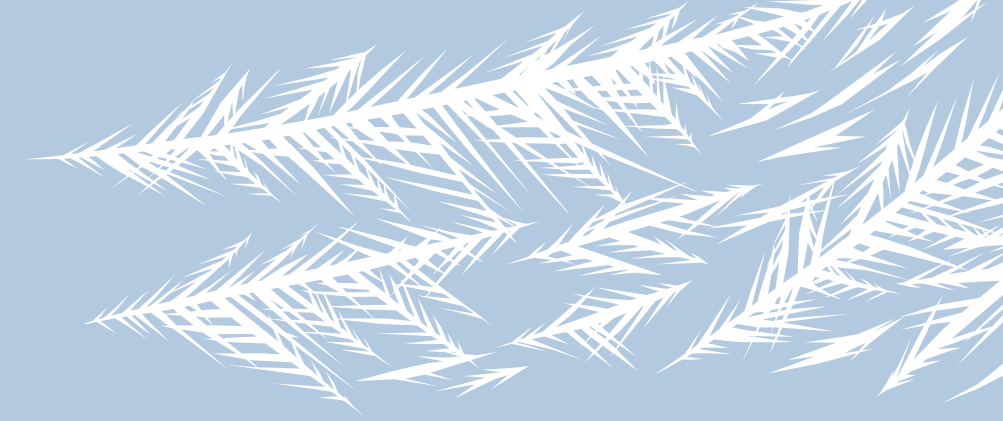
Being an ambassador for the
profession by acting with
integrity, and championing
better work and working lives
in all we do.

Davies, Julie (2017)

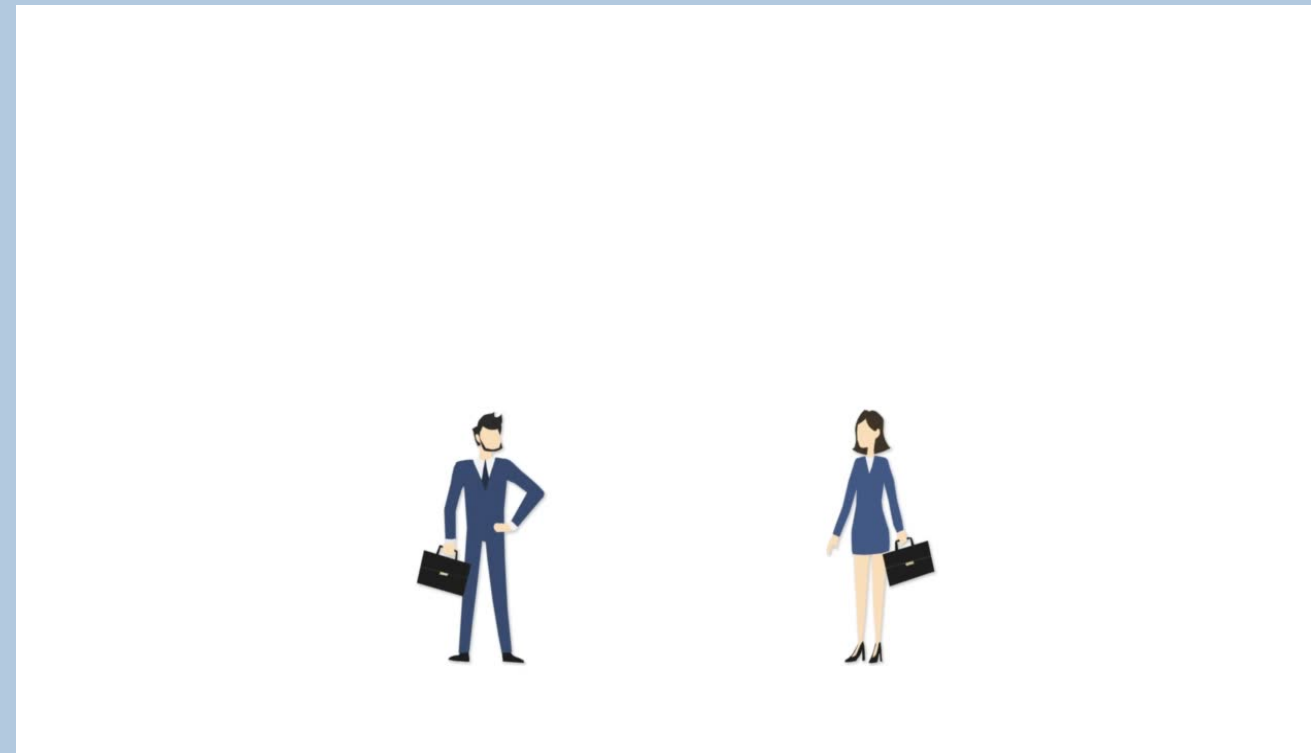


Unethical behavior

Gender Pay Gap



The company is known for its anti-union stance, and has been accused of paying slave wages overseas to employees who manufacture toys that sell at a very high margin in the United States. (Fox, 2013)



The Walt Disney Company sent a rejection letter to Mary Ford, stating that "girls are not considered" for creative positions.

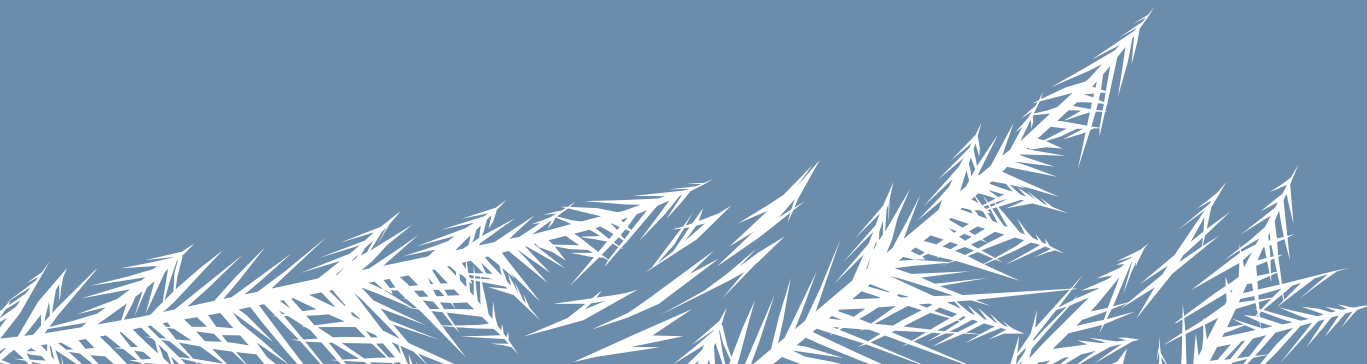
According to the recent survey, nearly 75% of Disneyland female employees can't afford basic living cost (

Recommendation



Women right

Effective legislation on the organization, and federal levels could make a big difference in eradicating the gender pay gap. (5 Practical Ways to Fight for Equal Pay, 2021)



Conclusion

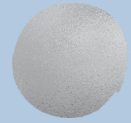
In conclusion, this presentation's analysis of Disney culture was unfavourable. The culture web was utilised to analyse the organisation and contains recommendations for enhancing workplace culture.



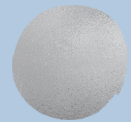
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The End

Thank You!