

Introducing the modern workplace

Organisational structure & culture

Student name	Lorian Alexandru
Georgescu	
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Professor's name	Hoang Dang Nguyen
University name	University of Wales
Trinity Saint David	
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Introduction:

Rolls-Royce is a British manufacturer of luxury automobiles and aircraft engines.

The name Rolls-Royce has come to be associated with elegance, luxury, and precision engineering. Charles Rolls and Henry Royce, two British engineers who were passionate about innovation and engineering excellence, created the corporation in 1904.

The beginning of the Rolls-Royce tale may be found in Manchester, England, where Royce had already built a prosperous electrical and mechanical engineering company. Royce was exhibiting his most recent creation, a compact, high-quality engine, at the Midland Hotel in Manchester in 1904 when Rolls, who ran an auto dealership, first met him. Rolls proposed starting a joint venture after being impressed by the engine's performance.

When the original Rolls-Royce automobile, the 10 horsepower, was debuted in 1904, it soon gained a reputation for quality and engineering brilliance.

Over the years, Rolls-Royce has produced some of the world's most iconic luxury cars, including the Silver Ghost, Phantom, and Corniche.

The automotive industry has been greatly impacted by Rolls-Royce's commitment to quality and innovation. The company's cars have been a symbol of luxury and success for generations, and the brand has become synonymous with the finest in automotive engineering. Rolls-Royce's dedication to craftsmanship and attention to detail has set a standard for the industry, and their iconic designs continue to inspire automotive enthusiasts and collectors worldwide.

Along with its auto branch, Rolls-Royce is also known for producing aircraft engines. The business started making aircraft engines in 1914, during World War I, and has since created some of the most cutting-edge and dependable engines in the world. Some of the most famous aeroplanes in the world, such as the Boeing 747, Airbus A380, and Concorde, are powered by Rolls-Royce engines.

Throughout its history, Rolls-Royce has made a number of achievements. Rolls-Royce automobiles made history in 1911 when they were the first vehicles to travel more than 4,000 miles across the Australian continent.

In 1919, a Rolls-Royce-powered aircraft completed the first non-stop transatlantic flight. In 1933, a Rolls-Royce-powered car set a land speed record of over 300 mph. In 1969, a Rolls-Royce-powered aircraft set a world speed record of over 2,000 mph.

Today, Rolls-Royce continues to innovate and push the boundaries of luxury and engineering. The company's cars and aircraft engines are renowned for their quality, reliability, and performance, and Rolls-Royce remains one of the most respected names in the automotive and aviation industries.

This report will examine the history of Rolls-Royce, its impact on the automotive industry, its dedication to craftsmanship, and its aerospace business. We will explore the company's relation between its culture, organisation structure and its performance. Furthermore, we will have a look at how its employees maintain their motivation.

Organisational structure:

Rolls Royce has a hierarchical organisational structure that is designed to support the company's objectives. The CEO sits at the top of the structure, followed by a number of senior executives who are responsible for various departments within the company. This hierarchical structure provides clear lines of communication and authority, allowing for efficient decision-making and ensuring that all employees understand their roles and responsibilities.

The organisational structure of Rolls Royce is as follows:

1. **Board of Directors:** The Board of Directors is the highest level of management in Rolls Royce. The board is responsible for setting the company's strategic direction, overseeing its operations, and ensuring that it delivers value to shareholders.
2. **Executive Leadership Team:** The Executive Leadership Team is responsible for implementing the Board of Directors' strategy and managing the day-to-day operations of Rolls Royce. The team is led by the CEO and includes senior executives who oversee key functions such as finance, engineering, and marketing.
3. **Business Units:** Rolls Royce is organised into several business units, each focused on a particular product line or market segment.
4. **Support Functions:** Rolls Royce has several support functions that provide services to the business units and the Executive Leadership Team

In addition to the hierarchical structure, Rolls Royce also utilises cross-functional teams to drive innovation and collaboration across the company. These teams are made up of employees from different departments who work together on specific projects or initiatives. This approach helps to break down silos and encourages employees to work across departments to achieve common goals.

Culture:

The culture of Rolls Royce is built around its basic principles of quality, integrity, and innovation. The organisation places a high priority on collaboration, teamwork, and ongoing learning. The success of the organisation is a goal that all employees are encouraged to pursue. Additionally, the business places a high priority on corporate responsibility and sustainability.

The use of unconventional thinking and the development of fresh, original solutions to issues is promoted among employees.

The Rolls-Royce culture is deeply ingrained in the company's performance. The company places a strong emphasis on delivering high-performance products and services that exceed customer expectations. This is achieved through a number of factors, including:

1. **Quality Control:** Rolls-Royce has a rigorous quality control system in place to ensure that its products and services meet the highest standards. This system includes continuous testing, monitoring, and improvement processes to ensure that the company's products and services remain at the forefront of the industry.
2. **Continuous Improvement:** Rolls-Royce is committed to continuous improvement, both in terms of its products and services, and its internal processes. The company invests heavily in research and development to stay ahead of the curve, and encourages its employees to suggest and implement new ideas and processes.
3. **Performance Management:** Rolls-Royce has a comprehensive performance management system in place that enables it to track, measure, and improve employee

and organisational performance. This system is based on clear objectives and targets, regular feedback, and a culture of continuous learning and development.

4. **Talent Management:** The company places a strong emphasis on talent management, ensuring that it attracts, develops, and retains the best talent in the industry. This is achieved through a range of initiatives, including training and development programs, performance-based incentives, and a supportive and collaborative work environment.

These factors help the company maintain its position as a leading brand in the luxury car industry, and ensure that it continues to meet and exceed customer expectations.

How organisation structure and culture are related to the performance:

Performance at Rolls Royce is intimately correlated with the organisation's structure and culture.

The hierarchical structure provides clear lines of communication and authority, allowing for efficient decision-making and ensuring that all employees understand their roles and responsibilities. This helps to streamline operations and improve overall performance.

The cross-functional teams also play a key role in driving innovation and collaboration. By bringing together employees from different departments, the company is able to leverage a diverse range of expertise and perspectives to solve complex problems and develop new products and services.

Rolls Royce's culture of excellence, integrity, and innovation is also closely tied to its performance. The company's focus on teamwork and collaboration helps to create a culture of innovation and problem-solving. Employees are encouraged to take ownership of their work and to contribute to the company's success. This sense of ownership and pride in their work helps to improve employee morale and motivation, which in turn can lead to improved performance.

The relationship between culture, organisational structure, and performance at Rolls Royce is complex and multifaceted.

Organisational structure, on the other hand, refers to the formal organisation of jobs, responsibilities, and reporting links, whereas culture refers to the shared values, beliefs, attitudes, and behaviours of the individuals who work inside the business.

The organisational structure at Rolls Royce is created to support the goals and objectives of the business. The corporation is broken up into a number of business units, each of which has its own set of objectives and is run by a group of executives who are in charge of boosting performance within those units. Its products and services reflect the company's culture, which places a significant emphasis on innovation, quality, and customer happiness.

The performance of Rolls Royce is heavily influenced by the culture and organisational structure of the company. A strong culture that emphasises innovation, quality, and customer satisfaction can lead to increased employee motivation and engagement, which in turn can drive higher levels of performance. At the same time, a well-designed organisational structure can facilitate communication, collaboration, and coordination between different parts of the company, leading to improved efficiency and effectiveness.

However, it is important to note that culture and organisational structure are not the only factors that influence performance at Rolls Royce. Other factors, such as economic conditions, technological advancements, and changes in customer preferences, can also have

a significant impact on the company's performance. Therefore, it is important for Rolls Royce to continuously monitor and adapt its culture and organisational structure to stay competitive and achieve its goals.

Finally, Rolls Royce's commitment to sustainability and corporate responsibility also contributes to the company's performance. This focus helps to create a positive image for the company and can help to attract customers and investors who share these values.

Motivation:

Employee motivation at Rolls Royce comes from a variety of variables that the company believes are crucial to developing a climate of engagement and drive among its workers. The promotion of a healthy work-life balance is one of these aspects, along with employee recognition and reward programmes, career development possibilities, competitive pay and benefits packages, and career development chances.

Utilising recognition and reward programmes is one of the main tactics Rolls Royce uses to inspire its workforce. The business understands how important it is to recognise and celebrate the accomplishments of its workers, and it often gives these workers recognition for going above and beyond the call of duty.

In addition to recognition and rewards, Rolls Royce also places a strong emphasis on career development opportunities for its employees. The company believes that providing employees with opportunities to grow and develop their skills is essential in keeping them engaged and motivated. Rolls Royce offers several programs to help employees enhance their skills and advance their careers, such as leadership development programs, apprenticeships, and training opportunities.

Rolls Royce also offers competitive compensation and benefits packages, which serve as an essential motivator for its employees. The company provides its employees with a range of benefits, including health insurance, retirement plans, and paid time off. The company's compensation packages are also designed to be competitive with industry standards, which helps to attract and retain top talent.

Conclusion:

In conclusion, Rolls Royce's culture and organisational structure have a significant impact on its performance. The company's culture of innovation, quality, and excellence is deeply ingrained in its operations, and this has helped it to maintain a leadership position in the industry. The organisational structure of Rolls Royce is designed to facilitate collaboration, communication, and teamwork, which is critical to the successful delivery of high-quality products and services.

Furthermore, employee motivation is also an essential factor in Rolls Royce's performance. The company values its employees and invests in their development and training, which helps to build a committed and skilled workforce. Employees are encouraged to share their ideas and contribute to the company's growth, which helps to foster a culture of innovation and continuous improvement.

Overall, this relationship is integral to its success. By continuing to prioritise these factors, Rolls Royce can maintain its competitive edge in the industry and achieve sustained growth and profitability.

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