

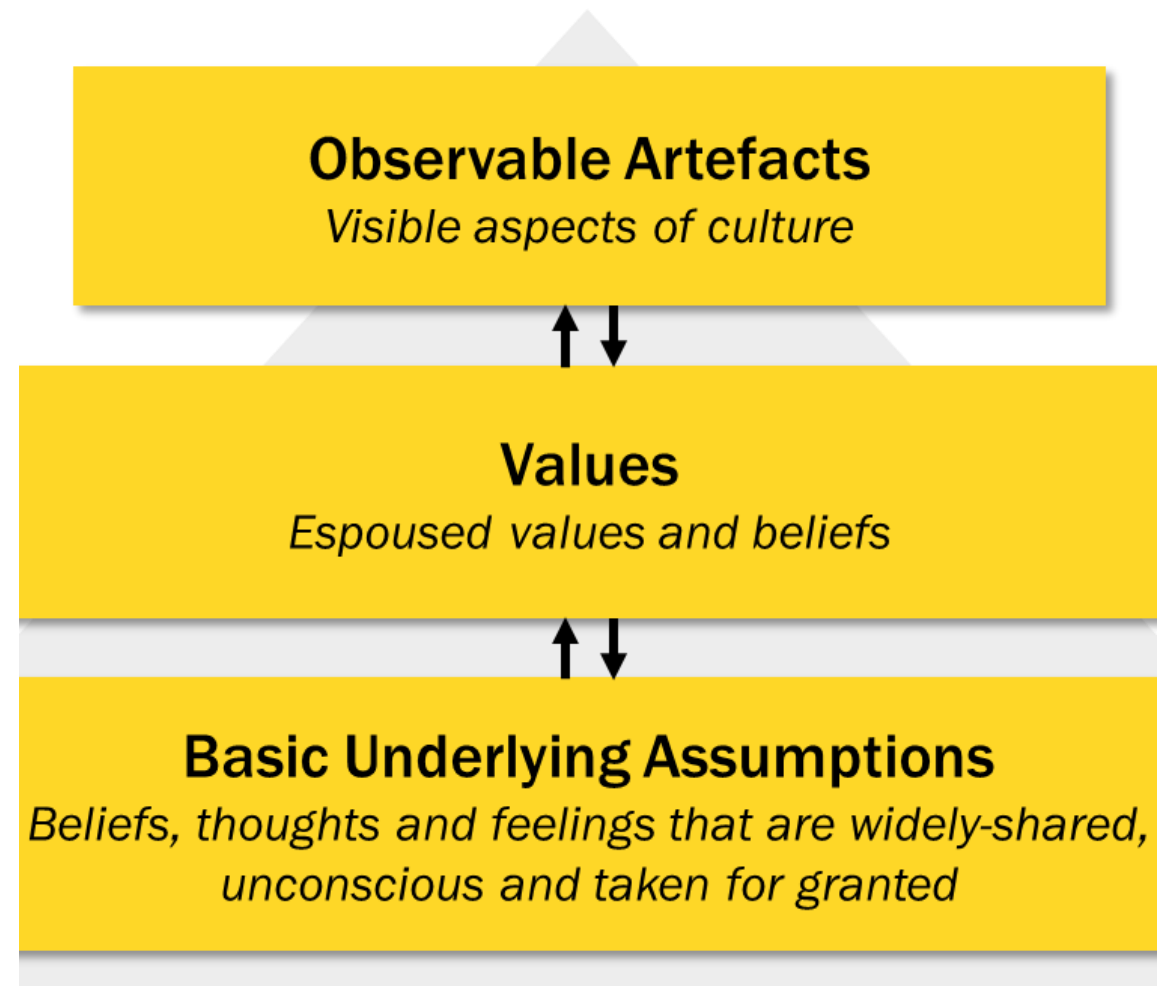


EDGAR SHIEN MODEL

- Edgar Henry Schein born in 1928 is a renowned professor at the MIT Sloan School of Management who has studied extensively in the field of organization management. He believed that organizational culture takes time to understand an organisational culture
- He Identified three stages in his model
- The Artifacts ,Values & Assumed Values.
- The Model also called the iceberg(shien 1983)

Levels of organizational Culture

- These levels are also known as Iceberg.



ARTIFACTS AS RELATES TO McDONALD

- The first level of contact this are visible I.e
- The building
- Dress code
- furniture and décor
- Advanced technology
- behavior of the colleges when carrying tasks
- Logo
- The menus
- The language
- The artifacts are easy to see but difficult to interpret



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ESPOUSED VALUES

- Annual reports
- Websites
- The employees value
- The values McDonald claim to leave by

I.e the claim to be inclusive, mindful of sourcing ingredients and waste disposal



ASSUMED VALUES

These are values that cannot be measured stay hidden but affect the culture of the organization

- Core of the organization.
- Routines and norms
 - Pay (Low wage)
- Stories and myths
- Difficult to change
- Hard long hours

Analysis

- Some artefacts differ in some outlets though they endeavour to have the same layout .
- The model works well with McDonald though it takes time to form the culture on staff because of high turn round
- Assuming leaders to determine the culture be seen as "Manipulation"
- Any difference official image of the company
- The are the assumption what the customers perceive of McDonald and difference will affect the overall culture
- Basic assumptions
- behavioural traits, shift works , the mood of the staff , difficult to see.

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