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**Introducing the Modern Workplace**  
**(LCBB4003)**

**Assessment 1**

**Organizational Structure & Culture**

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## **Introduction**

In order to enhance the business productivity level, it is necessary for the companies to pay more attention on organizational structure & culture so that company can effectively evolve organizational performance. Organizational structure mainly explains about the rules & policies that are helpful to improve the culture of the company. To obtain the long term success, structure & culture both are play a prominent part so that all the staff members can work properly to improve the performance of the firm. This assessment is based on the Sport Direct Company which is most famous retail organization of United Kingdom. Sport Direct founded in 1982 & headquartered in Shirebrook , England. This company selling variety of products related with sports, leisure clothing, accessories, footwear & equipments. The prime aim of this project is to explain about the impact of organizational structure & culture on organizational performance. This project will determine the behavior approach & how it's factors affect the individual behavior at the workplace.

## **Main Body**

### **1. How organisational Structure &cultures can influence the organisational performances**

Organisational structure & culture both are appropriate for the development of the organizational effectiveness. Organizational structure is the strategically framework which are helpful to maintain proper system & discipline so that all the employees can properly manage their day to day activities in a systematic manner. Organizational structure is helpful to circulate the flow of communication in an effective way so that all the staff members can communicate with their superiors & discuss their issues & take appropriate solutions(Chernikova and Zvyagintseva, 2017). In context of organizational culture, it can useful to evolve the value, belief, attitude & behavior of the employees so that they can work collectively & create the positive working environment. Both organizational structure & culture both are playing integral part in the growth of organization & enhance its performance level. The description about influence of organizational structure & culture on organizational performance are given below -

### **Influence of organisational Structure on organisational performance**

There are various types of organizational structure like functional structure, hierarchical structure, matrix structure, flat structure, Divisional structure & many more considered by the companies. All these structure are helpful to manage all the business operations so that company can appropriately accomplish more profitability. In case of Sports Direct Company, it is analysed that company is mainly follow hierarchical organizational structure which contain specific layers & command & control on the top authority's hand. In this structure, the flow of information regulate from top to bottom. Organizational structure is influence performance of company in a positive manner(Driskill, 2018). The influence of structure on Sports Direct performance are discussed below -

- ***Improvement in organisational productivity*** - Proper application of the organizational structure can helpful to improve the productivity of the firm. HR manager of the company is responsible to maintain each & every business operations of the company & also regulate the working task of the employees as per the specific departments. Sports Direct is a large corporation which is operating their business in various locations. HR manager of the company can prepare strategic planning about the structure so that all the staff members can clearly accomplished their tasks & provide their contribution to improve the overall performance of the company.
- ***High revenue*** - Organizational structure is beneficial to regulate all the activities in a systematic manner so that it is make more possible to gain long term success at the old market place. With the help of effective organizational structure, Sports Direct Company can effectively obtain high revenue which can aid to improve the performance level of the organization in an appropriate way(Johari and Yahya, 2019).
- ***Enhancement in brand image*** - Organizational structure is liable to to improve the brand image of the company so that company can appropriately improve their performance level. Through effective organizational structure, Sports Direct regulate all their business operations in various areas and cover large number of people which can help full to make strong customer base. Organizational structure is also helpful to improve the effectiveness of the employees so that they can become more capable to deal with the customers positively which can help full to maintain strong and healthy

employer and employee relationship which can help to improve the brand image of the organization. Sports Direct Company mainly adopts hierarchical organizational structure so that the company can effectively execute all the tasks & use specific strategy which can be helpful in the development of the performances of the company (Kasemsap, 2017).

- ***Reduce conflicts, disputes & grievances*** - Effective applicability of the organizational structure is useful to reduce the conflicts, disputes, & grievances among the employees so that they can perform effectively in order to improve the performance level of the organization. Sports Direct is a huge organization in which all of the employees perform their day to day operations collectively so there is a more chance of conflicts, grievances and dispute. With the help of organizational structure, HR manager can appropriately address all the need and requirement of the employees and also enhance the proper communication among the employees which can help fully to reduce dispute and conflicts among them & eventually grievances and complaint level also decrease. So in this way organizational structure can help fully to improve the performance of the company.

### **Influence of organisational culture on organisational performance**

Organisational culture is useful to regulate the specific beliefs & values of the organization in order to improve the healthy working environment. Managers and leaders of the firm are responsible to maintain proper communication with their staff members & also provide them proper direction so that all the employees can behave properly and respect every employee's value, belief systems. Sports Direct leaders and managers consider a specific planning in which they can provide proper guidance to their team member which can be helpful to improve the behavior of the employees towards their job role so that all the employees can improve their productivity & which can help to improve the overall performance of the firm (Mao, Li, Ye and Cai, 2017). Organizational culture influences the performance of the company in a positive way which are as follows -

- ***Improve team building activities*** - Effective culture within an organization is helpful to improve the working environment so that all the staff members can work collectively in a team without any pressure. Sports Direct company uses all kinds of organizational culture like clan, adhocracy, hierarchy & market culture. Organizational culture is useful to

improve the belief system of the employees so that all the employees can respect thoughts and ideas of the other employees which can help full to make a good team. All these cultures are beneficial to enhance the performance level of the company in an appropriate way.

- ***Enhance communication channel*** - With the help of specific culture, HR manager can effectively enhance the communication channel among the employees and the leaders so that they can communicate properly and support each other. Sports Direct manager take care of all the activities so that all the staff members can circulate adequate information with each other so that they can work properly and improve the overall performance of the firm(Newton, Wait and Angus, 2019).
- ***Positive working atmosphere*** - Organization culture and its components are helpful to create positive working atmosphere which can aid to improve the working efficiency of the staff member so that they can improve their productivity level in order to get promotion and improve their job security level . Sports Direct is more concerned about their employees because company considered that employees are the key of success so their satisfaction is matter for the company. Highly motivated employees who are satisfied with their job can provide their best contribution in the development of the organizational performance.
- ***Evolve the core value of the organization*** - Cultural effectiveness is beneficial to create healthy relationship among employees so that company can effectively improve the employee relation within their organization. Sports Direct more concerned about their culture so that IT company can create more value in the mind of the customer which can improve the performance level of the organization.

## **2. Based on behavioural approach, how different factors can influence individual behaviour at work place**

Behavioural approach mainly concerned about the psychological and social aspects & related to the human behavior within an organization. It is a fact that behavior of the employees is clearly provide direct impact on the structure and functioning of the organization. Human element are considered as the key factors of the success of the organization so it is necessary for the HR manager to pay more attention on the behavior of the employees and work constantly in order to

enhance their behavior towards their job role and other activities of the organization. It is analysed that people like to consult instead of receive specific information and order. Sports Direct company is pay more attention on behavioral approach so that company can effectively improving employees behavior. Some specific element are involved in behavioral approach which are considered by the company are as follows -

- **Individual behavior** - Basically individual behavior is deeply connected with behavior of the team in which the individual belong. It is necessary for the leader to communicate properly with each and every individual in the team and also try to enhance their behavior.
- **Informal leadership** - To influence the individual behavior in a positive manner it is important to enhance the informal leadership so that all the leader can informally connect with their team member & maintain proper coordination and also support them(Valaei, 2017).
- **Participation** - A positive behavior is helpful to improve the participation of the individual in each and every working task in a positive manner. Sports Direct company conduct various activities so that all the individuals can participate effectively & make good connection.
- **Self control & self development** - Proper behavior consideration is beneficial to enhance the self control level so that individual can improve their self development. Sports Direct HR manager arrange advance level of training session for their employees and also hire an expert who can solve specific issues of the employee so that all the employees can learn various competencies and skills which can useful to improve their behavior towards their performance level. A good behavior can useful to improve the self control and self development in an effective manner(Winnubst, 2018).

In order to improve the behavior of the individuals at the workplace, company can adopt OCEAN model which can useful to improve the personality of the individuals as for the specific traits. To improve the behavior of the employees, it is necessary to focus on the personality of the individual and also provide them specific opportunities so that they can identify the entire personality trait and adopt a specific trait in order to improve their behavior within an organization. Personality is considered as the combination of specific qualities which can

improve the nature and attitude of the candidate and enhance the positive behavior of the people. There are 5 personality traits are included in OCEAN model which are discussed below -

- ***Openness*** - This personality trait determines the intellectual and imagination of the individual which can help fully learn the new thing so that they can effectively enhance their experience level and adopt a specific innovativeness and creativity in their behavior.
- ***Conscientiousness*** - This personality trait mainly includes vigilant, focused and organized traits which can help fully improve the reliability of the individuals it is necessary to have this personality trait in order to maintain a specific behavior.
- ***Extraversion*** - In context of this trait, talkativeness, enthusiastic, energetic are included which can help to improve the overall personality and behavior of the individuals so that they can work properly and maintain good relations with the other coworkers.
- ***Agreeableness*** - This personality trait improves the co-operative and friendly behavior which can improve the trustworthiness of the individuals.
- ***Neuroticism*** - This trait demonstrates the anxiety, sadness, irritation, frustration and mood swing trait which can provide negative impact on the behavior of the individual it is necessary for the individual to avoid this personality trait.

## **Conclusion**

On the basis of this project, it can be concluded that organization structure & culture both are important for the growth of the firm. This project identified that both organizational structure & culture are influenced positively working environment of the company so that company can appropriately evolve their performance level. This project also discusses about behavior approach and also determines various factors which influence the individual behavior within organization.

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