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Name of Module: Workplace culture and its impact on Organisational Efficiency

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Assignment: Organisational culture linked to its performance

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A) Introduction Barclays Bank Plc

Barclays Bank is multinational British organisation which is a global financial services provider that specialise in retail banking, insurance banking, credits banking affiliation, corporate banking, investment banking, wealth management and Life and pension investment. Barclays Bank Plc, headquartered in London, 1 Churchill Place. It has an extensive presence in Europe, Asia, Africa, and America. Barclays has two services of operations. Barclays UK and Barclays International. These two operations services are supported by a service company and Barclays Executive Services to meet the needs of its customers by offering a variety of products and services to the markets demands. With over 300 years of successful banking history under its belt Barclays Bank has created a secure consumer base to ensure its own survival in the competitive banking sector. Barclays operations are laid across 50 countries in different languages and culture, employs over 89141 people in 2020 to provide its services to over 48 millions of customers worldwide.

B) Business Environment Scanning and Analytical tools

Key business Environment scanning and analytical tools that would be underpinned into my report are the two common types of environments analysis methods that are widely used by organisations. These methods are the PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analysis and the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. There are other models that can be used such as porter's five force models and others. It is up to an organisation choice of model that suite best to the strategy that they wish to adopt to set measures, performances and set targets for their specific goals. These approaches continue to help organisations to assess strategies and abilities to make critical decision on a wide range of internal and external factors that affect the company profitability.

C) Executive Summary

Banks as we know it are important for every society development. Their purpose is to provide the necessary monetary funding required that facilitates the businesses to do business, support self-innovation, enrich the financial system with tremendous possibilities for society to evolve, example of job creation for the functioning of multidimensional society and wealth creation. Today we have many banks that are operating in a competitive market environment as they become globalised. To ensure the safety of all customers funds and monetary assets, most banks are regulated by the country they operate from and by a global regulation guideline to adhere to for inter-multidimension banking sector so the banks can communicate between themselves and provide beneficial services to its customers and shareholders. The banks are organ that feeds our way of life and are not indifferent to economic, social, environment and market conditions that affect everyone in our society. Banks must adapt to changes such as economic, political, social reform, technology innovation, market conditions that affect its business operating system and remain focused on consumer needs and meet consumer demands. By falling for unpredictable unforeseen factors bank are in fact an integral part of an organism, our society. We need banks today and the banks needs its customers and shareholders to function so banks must devise strategies, methods, models of operations to adapt to an everchanging consumers expectations and satisfy consumer needs.

D} Organisational Structure

Barclays as a major banking organisation is made of three groups: The Global Retail Banking, The Corporate and Investment Banking and Wealth Management and The Group Centre which comprises of all its essentials support functions with each having their own number of business units that meet and serve consumers need.

E} UK Banking Industry and Barclays Bank

Following the US and Japan, The UK banking industry is the world's third largest and considered foremost in terms of efficiency, dynamism and return on capital with Barclays Bank, one of the leading forces for having one of the biggest commercial banking sectors in the industry, the UK is a major international banking hub centre for international investment and private banking. The substantial foreign presence and sizeable assets of foreign banks in London makes the UK banking sector a strong international orientation destination for other major banks.

F} Analysis

Barclays bank is a major bank that operates all over the world hence its actions are influence by global political and economic conditions. In my analysis I will use PESTEL to describe the business environment of Barclays Bank Plc. My evaluation will be made into the following categories: Political, Economic, Social, Technological Environmental and Legal.

A] Taxation policy and Government stability

The tax policy includes the guideline developed by the government regarding how the tax are imposed, in what amounts, and on whom. It is based on microeconomic and macroeconomic aspects

B] Foreign trade regulations

Any act that prohibits or restricts or empowers the president or any executive agency of the United Kingdom to prohibit or restrict exports to or financial transactions with any foreign country or foreign national.

C] Social welfare policies

The concept of social welfare policies refers broadly to the resources and opportunities people need to lead satisfying and productive lives.

1] Economic Factors

Business cycles

A business cycle is the cycle of fluctuations in the Gross Domestic Product around its long-term natural growth rate. It explains the expansion and contractions in economic activity that an economy experience over time.

- Interest rates
- Money supply
- Income distribution
- Social mobility

- Lifestyle changes
- Attitudes to work and leisure
- Levels of education

The Global housing bubble collapse in 2006 has caused the values of securities tied in real estate pricing to drop so low that it had damaged the global financial institutions. Many questions were raised regarding the solvency, the decline in making credit available to consumers, which in turn had damaged the investors' confidence in the market globally as stocks plummeted. All banks including Barclays have suffered huge losses, where securities had taken large losses during. The economies of most powerful countries slowed down during this period as most banks were making adjustment to the fiscal crisis. As a result credit to potential investors and consumers were tightened with additional law regulating lending subsequently the international trade and investment declined. Governments and banks responded to this change of the financial market by advocating for unprecedented fiscal stimulus monetary policy expansion, and institutional bailouts.

The entire world witnessed a subsequent emergence of a wider range of set of credit problems in all sectors of monetary investment in mortgages and in corporate lending with all the attention paid particularly in commercial real estate where some investors believe the collapse of the financial markets started, where generated credit capacity constraints and economic slowdown were mostly felt. In 2008, the initial focus on funding problems was clearer with the failure of Northern Rock lending bank prompted the focus on its funding problems, which was believed not to be immediately evident solvency or credit quality problems, but by the lack of the market to both scrutinised credit assets and wholesale funding availability. The same funding issues were also identified at Bradford & Bingley, in National homes construction companies, Real estate and appraisal, Associations, BNP Paribas (France), JPMorgan Chase (USA), Citigroup (USA), Deutsche Bank (Germany), IKB Industriefinanzbank (Germany), Bear Stearns, Sächsische Landesbank (Germany), Goldmans Sachs and HBSO in September to October 2008.

The UK economy was officially declared in recession in 2009, with the Office of National Statistics confirming the Gross Domestic Product or GDP falling to 1.5 percent in the last three months of 2008 after a 0.6 percent contraction in the previous quarter. The recession is defined by two successive quarters of economic contraction, which means the UK had been in recession since July 2008.

As the UK government was assessing the bailing out of the UK banks involved into the fiscal crisis, Barclays bank did not solicit the government help. It was then alleged that Barclays bank had anticipated and secured funding else to stay afloat and subsequently avoiding the loss of confidence from its investors and consumers.

- **Impact on Barclays bank's Performance**

Barclays bank announced record profits of more than 11 billion in 2009, that is a 92 percent rise on its previous year. This performance was driven by its strong revival in its investment banking arm Barclays Capital. Barclays profits were also boosted by sale of fund management business Barclays Global Investors and in acquisition of the New York operations of failed bank Lehman Brothers in 2008. However, the bank profit was not immune to the market conditions as its profit was affected by the global economic slowdown and the economy conditions in the UK.

- **Barclays actions plan to the monetary crisis**

The bank put in place new regulatory method to enforce a strict criterion on new credit card applications, using a scoring system that takes over hundreds of variables into account when assessing an applicant ability to manage their credit. The bank has been able to offset a least fifty percent of applicants for credit cards as a result. In return, Barclays continue gain a robust growth across its portfolio driven by increased in lending, improved margins, and foreign exchange gains, which in turn was offset by higher impairment charges, driven by collapse of the global economy. Barclays bank was making record profit with its impairment charge in Global Retail and Banking as charges rose in all portfolios, reflection deteriorating credit conditions across all financial sectors.

A} Political Factors in PESTEL analysis for Barclays Bank

It quantifies the government functioning in the office and reduce risks of violence motivated by political interests. It also checks the independence of the government from social pressure from different political entities in the country.

The political factors of any country exert some major influence on any business that wishes to do business that country. Barclays Bank is no different as an organisation to feel that influence of the political changes within the environment it wants to operate in. The bank and its operations understand the strong link and influence on the long-term sustainability and benefits of the political factors. As the bank is well known for its activities and its investment, that presence at international stage would place the company at the for front of any political change of environment. The organisation has taken into consideration all risks involve doing successful business operation and be flexible to the political environment changes of a country.

- Political Stability

For the organisation to be successful and profitable, it needs to operate in appropriate and favourable conditions to do business. Hence the political stability of the host country provides a more stable and agreeable business environment with high predictability market benefits and profits. The opposite would be detrimental to the company. With chaos, comes lack of investment as stakeholders do not trust the political environment it invests as they have no trust in the economy of the host country. As Barclays Bank is almost present in different countries, each having its own political environment, instability and tensions in the country can affect the profitability and limit the investment opportunities that the bank wishes to bring to the developing countries.

- Policy Change

Most countries have a constitutional system that allow the country to change government after an election. These changes come along with polies change from the new government and this in return can affect the bank operates. This in facts bring uncertainty, harm the business performance so it is important for Bar lays Bank to study the political situation, analyse the trends on the political level that can alter the government priorities towards its visions and how various industries in the country can contribute to its development.

- Social and Environmental Activities

Barclays Bank has an interest to feel the mood of various activities the country, such as protests by pressure groups, and workers union that can influence policy making from the government. The bank collaboration and understand of the pressure group may enhance the Barclays ability to connect with the community and achieve long-term corporate goals. It is beneficial for Barclays to be established in a well-developed governance with a stable economic platform to do business in an environment more comfortable for the prospect to be profitable for the organisation

- Corruptions

Corruption and red tape influence any business in the negative way. For a huge corporation like Barclays to be operating in countries where the level of corruption and bureaucracy is high, it is a risk for the organisation to consider when making investment decisions as weak law Enforcement makes the business environment difficult to predict therefore install fear for Barclays confidence in the system. The corruption is a significant variant that can jeopardized the public trust on business organisation like Barclays. Therefore, the influence of corruption in the business operations, fraudulent deals and licensing can bring about potential loss in profit and investors. By entering the market from corrupt economic, political system, Barclays as an organisation, would put its values and beliefs at risk. The company would not be viewed as trustworthy and would lose its market influence in the banking sector.

- Trades Restrictions and Taxations

Most countries have a taxation system for their governance. However, for Barclays to be profitable and provide investment and development to it host country, the taxation would influence it decision of profitability. No bank would want to do business in a country that exert high taxes for corporation. Barclays bank interest for low taxation markets from which it can benefit and in return encourage investment and development by cooperating with the government priorities and interest in developing various industries sectors. The high trade restriction can severely harm the company interest, have a negative influence the export, and create a complex relationship for foreign traders that wish to invest in the county various organisation. Barclays intellectual property rights must be protected for investors and entrepreneurs from being deterred due to the lack of respected law for property rights.

B} Social Factors

- Importance of Social Factors

Barclays Bank Plc culture derives influence from social environment values and trends. The bank has developed an understanding of the demographic trends in the community it serves, the power structure of the political system, the consumers shared belief and spending pattern. Barclays has therefor been able to design an effective market strategy to fulfil its objectives through an informed PESTEL analysis. The department of Barclays bank for marketing uses the information it gathers from social and environmental sector to produce analysis to target its consumers group and increase the offer in products tailored to consumers' needs.

- Population Demographic trends

The changes in demographic like aging population, socio-economic and migration trends can severely influence the international business dealing of the bank in the host country. Barclays bank emphasises that the study in the demographic characteristics of its host country can help the bank to choose the right segment of focus for potential growth. Barclays bank business and marketing strategies is to develop a coherence between its business dealing and the influence of the migration. It important for Barclays Bank to understand the people attitude towards migration as it can have a positive or negative impact to the bank ability to investment and be profitable to the host county.

- Power Distance and Equality

The power distance in a society shows the acceptance of hierarchy and income inequality. It is therefore imperative for an organisation like Barclays Bank to adjust its business management practices matching the market high or low power distance within the

community. The growing inequality in countries can alter the power structure of the political and social advancement, which in turn have serious implication for the Barclays in doing business in the host country.

- **Gender Roles**

Barclays Bank needs to study the traditional assigned gender role of the host country to align its business and investment in the market condition. The marketing and human resource strategies in a patriarchal and traditional society a clearly distinguished gender role.

C} Technological factors

- **Importance of Technological factors**

- Government spending on research
- Government and industry focus on technological effort
- New discoveries/developments
- Spread of technology transfer
- Rates of Obsolescence

The Technological factors is the four analyses of PESTEL. The rapid technological development across the globe have increase the importance of understanding the technological factors during the strategic decision making for Barclays bank. Therefore, a details analysis can help the bank making information decisions to achieve certain business objectives, such as boosting innovation for its workforce, increase profitability for its market investment and enhance its operational efficiency. The technological factors have an influence the business performance at Barclays bank.

- **Social Media Marketing technology**

The development of information and communication technologies has let to Barclays towards the adoption of innovative marketing techniques to promote collaboration customers and its workforce. Barclays Bank has taken advantage of the opportunities offered by the social media to promote its products and create its social media campaigns for developing online tailored brand for its community.

- **Technology and Innovation**

Barclays understands the need to use innovative way to stay ahead of its competitors. A constant revenue stream of information can be utilised to deliver positive business outcomes, such as 5G and analysing its potential. Such technological innovation can bring huge transformations in the market and reset the rules for the market players.

D} Environmental Factors that influence Barclays Bank

- **Waste and recycling**

- Environment protections laws
- Waste disposal
- Energy consumption

The level of pollution is a growing environment problem for all organisations. The environment pollution and the technological advancement have created challenges face by all organisations. Barclays bank must use innovative ways to recycle and amend its waste

management practices. Moreover, it has become imperative for Barclays to adopt efficient waste management practices.

- **Renewable Technology**

Barclays can benefit from countries that offer subsidies for encouraging investment in renewable technologies in a long-term sustainability. This avenue will increase the shareholder confidence in the bank operation regarding waste management., stakeholders' satisfaction and expand the customer base due to improved brand image.

- **Weather and Climate Conditions**

The weather and climate condition can severely affect any cooperation efficiency. As extreme weather condition can force the bank to make radical business Investment decision. Such decision can also influence the consumers spending pattern due to the adversity off the weather.

E} Legal Factors

Monopolies legislation

-Employment law

-Health and safety

-Product safety

We are going to have a look at various changes in the business environment that affected Barclays bank, its service deliverance, its performance and how it adapted to the new circumstances to overcome the new challenges it was facing.

Barclays, as an organisation, cannot enter a new market without studying the details of the legal factor of the host country that can have an influence of its business activity. An evaluation of the legal environment and regulatory structure are required for to avoid getting into difficulties with the country host. A completed lack of ignorance can cause undesirable consequences for Barclays and its ability to conduct business in the country. If such circumstances were to occur for Barclays, the bank will lose its competitive advantage because of infringement of the host country law, intellectual property right violation and Barclays image as an organisation would be harmed, so would the violation of consumer, employee, and environment protection standards. It is therefore in the interest of Barclays Bank to explore and consider the legal factors of any host country where the organisation wants to have a consumer market share.

- **The Protection laws for consumer**

Barclays Bank collect a lot of information for its clientele and in doing so it has responsibility to protect all the information it collects under the data protection of the host country. The data protection has become an important subject due to customer privacy and security that goes along with the information collected. Barclays Bank must adhere to data protection regulation and demonstrate that it can be trusted with consumer data against fraudulent activities and marketing claims. Therse are key factors Barclays must adhere to and ensure full compliance with consumer protection laws.

- **Intellectual Property Laws**

The intellectual property laws are designed to protect the company property, patents, and innovative ideas. The inability to protect intellectual property rights of an organisation can

have the adverse effect for the organisation lose the edge visa vis its competitors, and this can weaken Barclays Bank position against market share, profits, and loss of confidence.

- **Ethical meaning**

Ethical refers to well-founded standards of rights or wrong that prescribe what we as human ought to do, usually in term of the way we might be seen to respond or treat an obligation, benefits to society, fairness, or specific virtue to others.

- **Ethical Dilemma meaning**

An ethical dilemma is a problem in the decision-making process between two feasible options, neither of which is an acceptable from an ethical point of view. ("An ethical dilemma.docx - An ethical dilemma (ethical... - Course Hero")

Barclays Bank is amongst the largest banks in the UK, yet the company has been criticised over its ethical issues with the environment, gender pay gap, Its funding in fossil fuels in Europe.

F} Conclusion

Barclays Bank is one of the leading forces in commercial banking in the UK and throughout the world. Its long-term ability to successfully align its operations to the macro-environment factors has been key that drives its energy in the banking industry. Barclays Bank has considered the on-going technological innovations to improve the services it provides to customer and corporations through its industry expertise, global connectivity on the international banking arena, open banking opportunity and supporting its own sustainability when migrating the economic, social and environment challenges of the modern days. The bank remains competitive after the fiscal crisis in 2008 and COVID in 2020. Barclays Bank has once again proven to be a trustworthy organisation for its forty-eight million customers and has earn its right of the international Marketshare.

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Personal Reflection on this module Workplace Culture and its Impact on Organisation Efficiency.

1} Introduction

We have now finished our first term. The module I have learnt during my term is Workplace Culture and its Impact on Organisation Efficiency. I am going to use Kolb's reflective model to describe my own personal experience during my term. I was looking forward to knowing more about my module. I had read a bit about what it may entail just to give me an idea of what to expect. We were three people on my first week. I thought I will need to participate a lot more since there are only few of us.

2} What is Kolb's reflective model

Kolb's reflective model is referred to as an experience learning based on our own experience, which is then reviewed, analysed and evaluated systematically in three stages. ("Reflective model according to Kolb - Dr Nicole Brown")

3} My experience

After introduction, my lecturer explained the aims of our module, which is to develop and understanding of the workplace culture and its context for us to improve our ability to integrate well within an organisation. On our first week we have learnt about organisation culture, values, and belief. The purpose was to explore our understanding of the importance of workplace culture. The analytic professional transformation theory that comes with the culture and various approaches different organisations use to identify themselves and the impact this culture may have on others.

We talked about different structures and methods used by organisations to convey their culture, beliefs, and values. The approach to sustain those values and beliefs and how to make them appealing and successful. We have discussed numerous examples of culture that are being practised in few countries today. The ethical dilemma that affects those countries as society continues to evolve,

where some cultures are being eroded due to geographical exodus for the population looking for a better life.

We have talked about an organisation and its culture within the workplace, as example, we discussed Cadbury culture when the company first existed. From the 1831 when the Cadbury manufacturing business was created, its culture has gone through transformation within its workplace. Its culture has been influenced by the policy created during the transformation the country was going through, such as the employment laws, discrimination laws and changes that affected society, Cadbury history was my preferred example. I could relate any current cultural, beliefs and value transformation with Cadbury.

The laws of the land have created the framework to measure the organisation cultural behaviour and how it intervenes for its own development. We have discussed the different research related to various approach the organisation took to improve the lives of its workforce, changing its culture, adapting to new one and remain professional with identity values.

We talked about the global implication a culture, beliefs and values can have on an organisation. The professional identity an organisation can have alert changing or morphing into new beliefs and values. The advantages and disadvantages of such transformation. The external factors that influence the internal functions of the organisation. The Porter's five forces for an organisation to remain a competitive industry, on how to identify new customers, the power of suppliers and customer and the threats posed by these five points to an organisation success.

4} Observations and Reflections

- The Model and its Benefits

Our lecturer had begun the lesson well and I liked his approach. It was easy to understand the module. He was knowledgeable of the module, which had made it interesting. We had lengthy discussion at each lesson because we were evaluating the impacts of the cultural behaviours that occurs when changes are introduced, we have witnessed a lot of cultural transformation ever since. I have realised during my learning of this module that it was intertwined with Developing Workplace Critical Thinking and Understanding and Engaging in Customer Experience. The perceived mindset was the same for these modules. They have few elements to difference them all, but there was critical thinking to make changes to the cultural belief, attitudes, and values of an organisation. The

impact was felt throughout the changes that were being observed by an organisation. Thus, we could apply PESTEL analysis to all modules for an organisation and the reflection would be identical changes that apply to the organisation.

- **What has not been so great?**

We had to spend four hours and fifteen minutes for this module. It was exceedingly long. Our breaks were not enough and were short. I was tired before the end of our lesson.

- **Active Experimentation**

The lesson learnt during this module is that my awareness of cultural beliefs, attitudes and values can change at any given moment. The needs to be ready to adopt new culture is true because time is consistently evolving with new values and attitudes. I must be ready to adapt and appreciate someone else culture. Be open minded as each country has its own way of life. The respect for life and other way of life is the correct. Understand how organisation view their culture, beliefs, values, and attitudes can help you integrate and be part of that group. The presented framework of culture within an organisation needs to be further evaluated and must not remain fixed for the continual existence of the organisation. The constant awareness for the importance of social learning cannot be ignored in the workplace.

- **Abstract Conceptualisation**

- Originality and Values**

The Module enrichment is the research based on proven facts that people, cultures, beliefs, attitudes, and values evolve, and one must evolve alongside. Nothing remains permanent, historical the world is constantly changing, and one should not impose their way of life on others. The perception that oneself model of life fit all is not correct. Cadburry manufacturing business has been proven fact based on how development can bring changes to culture