

WORKPLACE CULTURE AND ITS IMPACT ON ORGANISATIONAL EFFICIENCY



**Analyses of IKEA organisation culture using Edgar Schein model and
how the culture contributed to its success**

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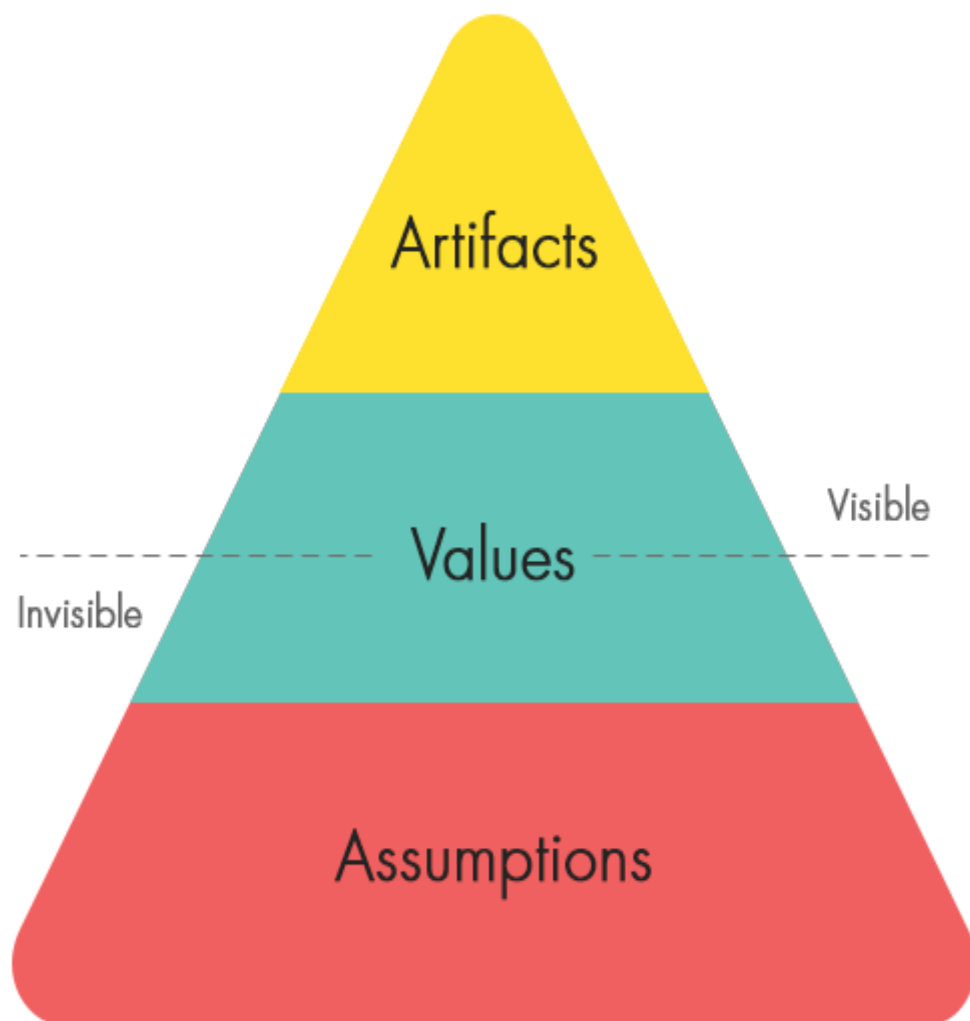
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Module Unit : Workplace Culture and Its Impact on Organisational Efficiency

EDGAR SCHEIN (1985) ORGANISATIONAL CULTURE MODEL

Edgar Schein is a former professor at the MIT Sloan School of Management well known for his ground breaking work on the Organisational Culture model. En.wikipedia.org. (2020). *Edgar Schein*. [online] Available at: https://en.wikipedia.org/wiki/Edgar_Schein [Accessed 21 Feb. 2020].

According to Schein model, the organisation culture within the organisation is based on the way individuals interact with each other and behave with people outside the organisation. The employee must respect their culture to deliver their best and enjoy their work. (Schein, E. and Schein, P. (2017). *Organization culture and leadership*. 5th ed. Hoboken, New Jersey: Wiley, pp.956-1087.)



According to Schein Triangle there are different layers to the cultures within organizations that have impact on organizations which provide a much greater insight into what a culture is.

ASSUMPTIONS

Edgar model in IKEA organisation underline assumption, values, artefacts and behaviours as well as consumer needs.

(Schein, E. and Schein, P. (2019). *The corporate culture survival guide*. 3rd ed. John Wiley & Sons, pp.27-33).

IKEA organisation acts in the best interest of their customers, as its main aim is to help people live a better life providing customers high quality home living experience. (Prezi; 2019)

VALUES

IKEA's success is due to the Value of its culture, and the fact that they matching modern customers' needs. The company is well informed from its staff on product feedback .According to IKEA ones a month the CEO works in the warehouse where feedback is shared .(A Brown ,1988.pg 240)

The organisation's value based on Edgar model relates to the organisation's sustainable development where IKEA 'S framework includes economical but also friendly environment.

The organisation is focusing in providing unique design of high-quality products at reasonable price. IKEA are big supporters of creating great working and social spaces in each of our homes and furniture influences how we use the space that we live.<https://prezi/.com/du9edbzpke7j/we-believe-ikeas-success-is-due-to-the-value-aspect-of-its/>[Accesed 08 Feb 2020; 10:40].

SOCIAL RESPONSIBILITIES

IKEA organisation act in the interest of children; brimming with kids' bedroom ideas offering a large range of room gallery to help decorate or refresh their bedroom and playroom.

The company's leading global organisations for children's rights as UNICEF and Save the Children. (Bengtsson, S. (2011). *IKEA-Book-Designers-Products-Other*; p.104).

SUSTAINABLE DEVELOPMENT

The IKEA “Wonderful Everyday” sustainable life is the concept of cutting down costs on furniture and enables people to earn a decent wage whilst saving the planet by using sustainable sources.

ENVIRONMENTALLY FRIENDLY

IKEA uses solar panels and the location is based near public transport to encourage customers to take advantage of this instead of using their cars.

The products range is based on renewable and more sustainable materials in production to inspire and help people to live better lives, within the limits of the planet.”

INNOVATION LEADER

The products design and style are unique as are done by customers themselves, which proved to be the most convenient way to “bring design to life” for each customer taste and lifestyle.

BRAND POSITIONING

IKEA brand has positioned itself as the ultimate go-to company offers high value standard quality products, ready-to-assemble furniture affordable from students to the elderly at a great price.

ARTIFACTS

LOGO

The IKEA logo relates to something big and exciting. The blue represents trust and openness, while yellow express happiness, optimism and imagination. Schein theory on brainwash was that those colours made customers to interact with the organisation before even interacting with the personnel.

UNIFORM

All co-workers follow some type of dress code, which is informal to jeans and sweaters, the office atmosphere, is very relaxed and the hierarchy is played down; where the higher positioned person would address familiar to the workers.

SLOGAN

"Not for the rich but for the smart"



The 'The Wonderful Everyday' is an idea of living our best and most wonderful lives every day. With IKEA's help, this can be achieved through clever price cuts and affordable home furnishings. (IKEA .com 2019)

Home is the most important place in the world!

PRODUCTS

IKEA's products varies from appliances and furniture ,using sustainable material as banana fibre ,pillow cases filled with leftovers from the quilt production, water saving taps, energy saving appliance helping saving energy for customers and planet.

In conclusion IKEA's culture is easy to embrace. Its success is the culture of enthusiasm, headwork and stylish but cheap products designed for "people with limited means to furnish their houses like rich people."

Success Of Ikea: Business Analysis. [online] Available at: <https://www.123helpme.com/success-of-ikea-view.asp?id=167516>[Accessed 27 Feb. 2020].

The basic thinking of IKEA's products is based on low prices, well designed and affordable products by everyone.

IKEA organisation based on Schein's model points out the various functions that are aligned and directed towards obtaining the company objectives, through hard work, togetherness, simplicity and leadership that contributes to IKEA's success. (Ikea.jobs.cz. (2020). *Vision, culture and values – IKEA*. [online] Available at: <https://ikea.jobs.cz/en/vision-culture-and-values/> [Accessed 27 Feb. 2020]. (2020). [DVD] Inter IKEA System B.V. 2013.