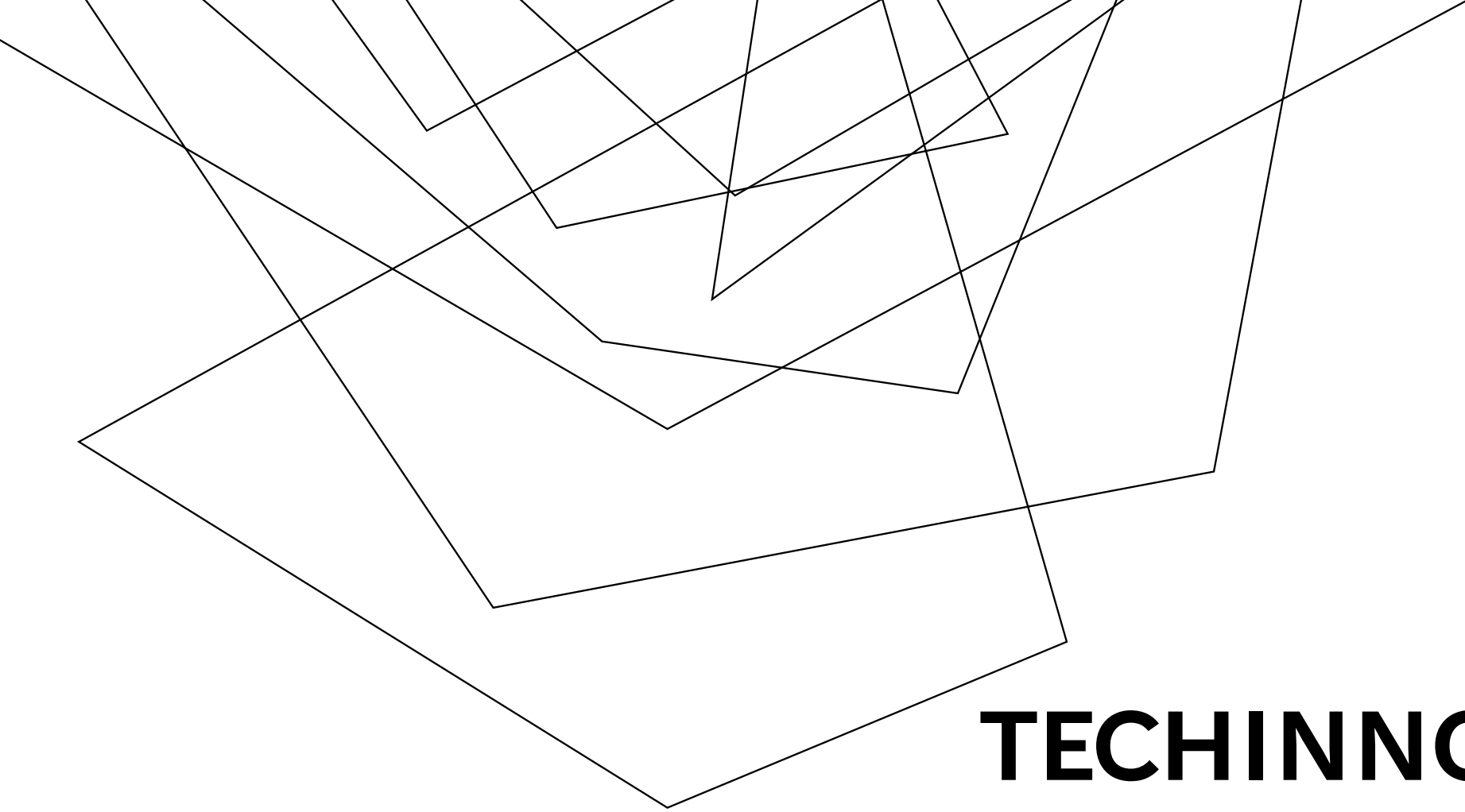


Abstract geometric lines in the top left corner, consisting of several overlapping, irregular polygons and lines that create a sense of movement and complexity.

TECHINNOVATE

HR Recommendations for TechInnovate – Case study

People Management (BMSW5010)

Strugaru Georgiana (2222489)

13th December 2024

INTRODUCTION

TECHINNOVATE

- Fast-growing software company
- Facing HR challenges due to rapid growth, particular on company culture
- Shape a culture that supports growth, performance and employee satisfaction

WHY COMPANY CULTURE MATTERS

WHAT IS CULTURE?

- CULTURE DRIVES PERFORMANCE ————— Direct link to employee satisfaction, engagement and retention.
- ATTRACTS TALENT ————— Makes people feel valued and part of something meaningful.
- INNOVATION & COLLABORATION ————— Creativity and collaboration are key.
- SCALABILITY ————— Scales the business.

Company culture influences employee satisfaction, retention and productivity. A positive culture attract talent, fosters collaboration and drives innovation, as well as it improves customer service and strengthens the company's reputation, contributing to long-term success. (Harvard.edu, 2023)

THE CURRENT CULTURE AT TECHINNOVATE

In the early days:

- Small, tight-knit team with informal culture

As we've grown:

- Culture has started to shift towards becoming more formal

Current challenges:

- Lower employee satisfaction
- Struggling to meet hiring needs
- Impacting our ability to deliver effectively

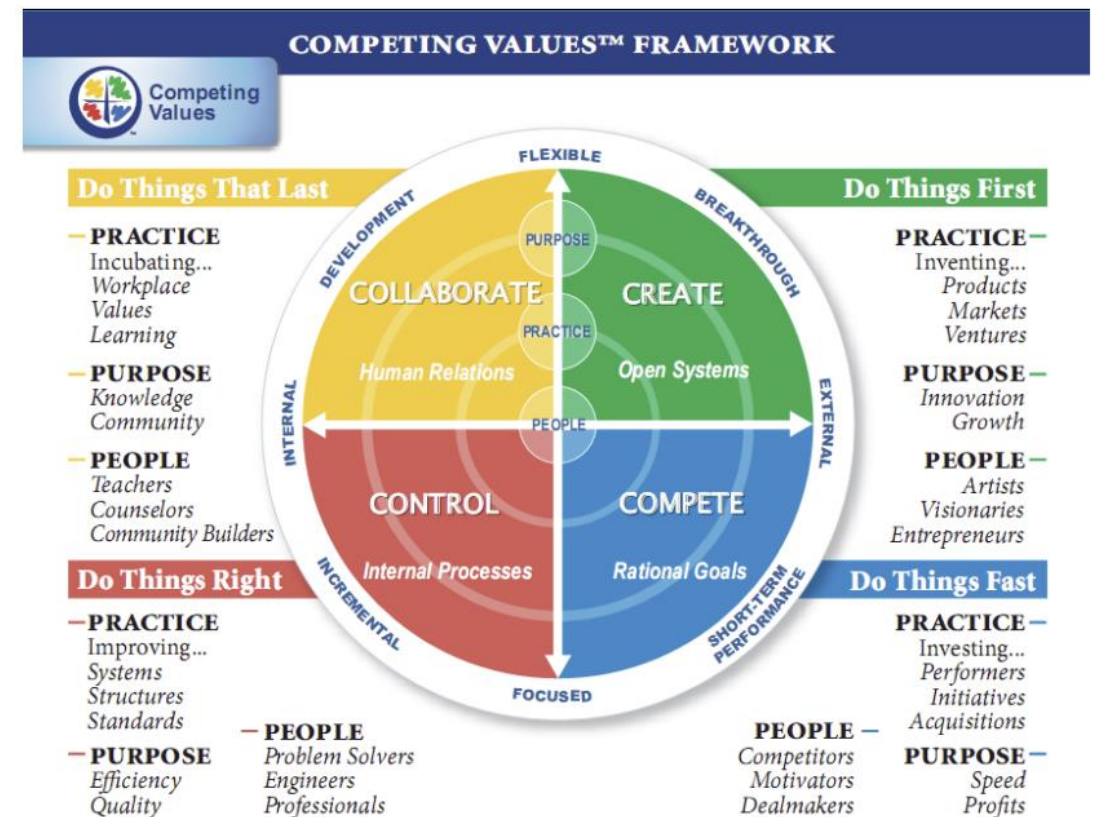
A CULTURE MODEL – THE COMPETING VALUES FRAMEWORK

What is CVF? The competing values framework (CVF) is a model that helps organizations understand and define their culture. (Competing Values Company, 2021) This model breaks down into four types, based on two dimensions:

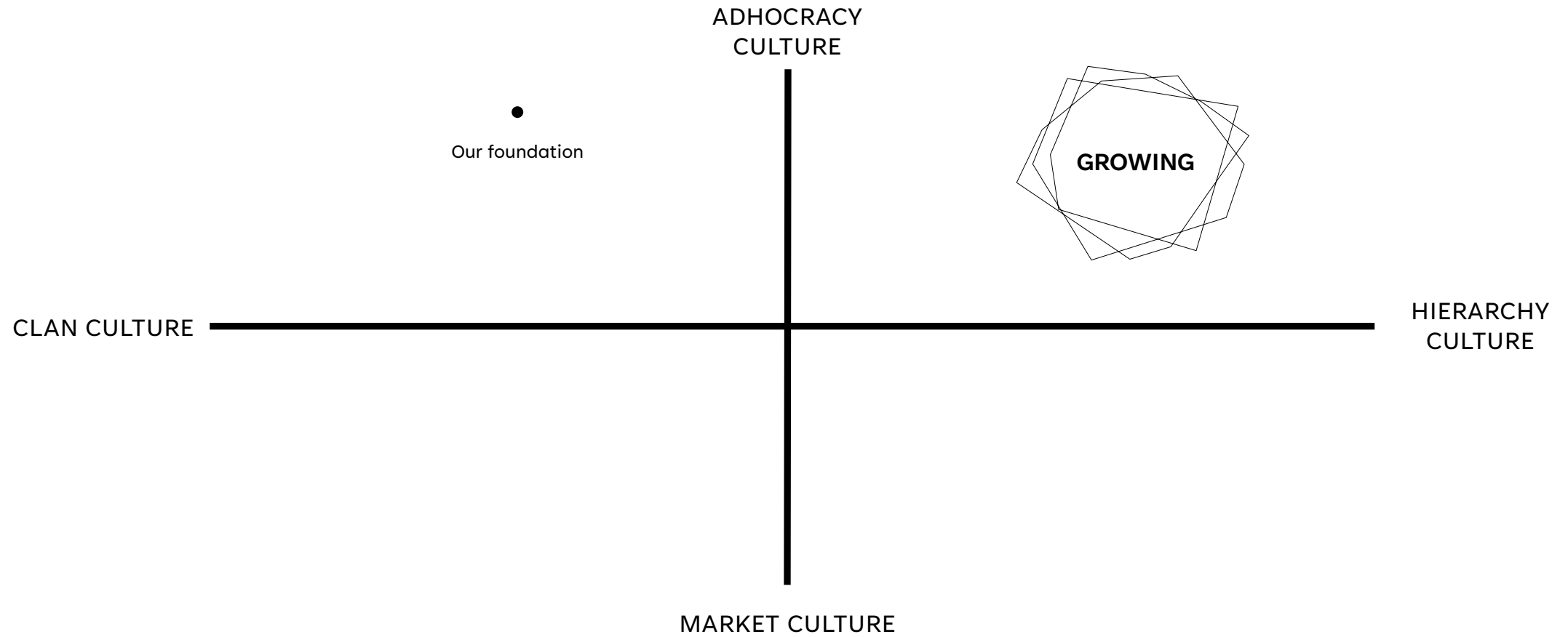
- Flexibility vs. Control
- Internal vs. External

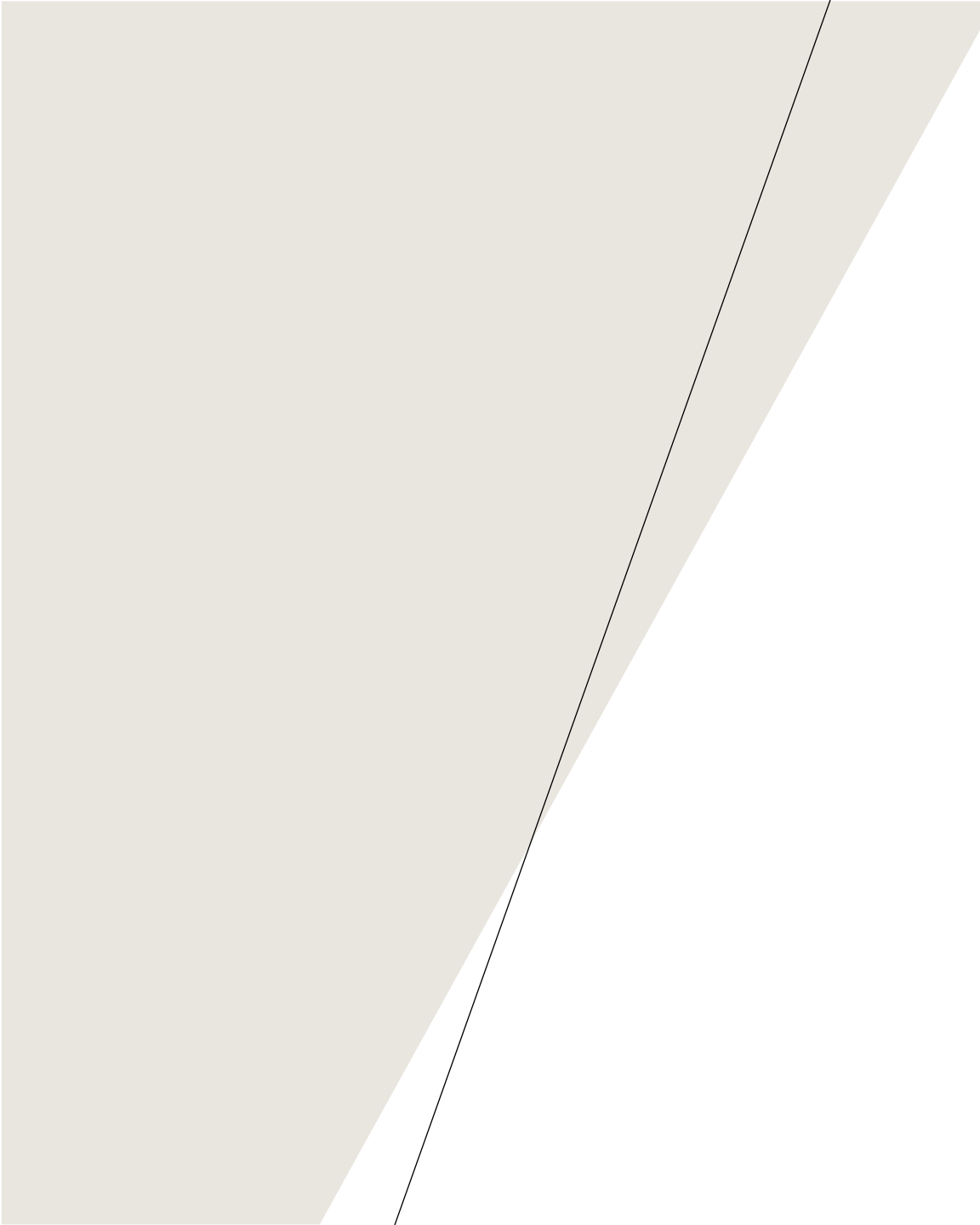
The four cultural types:

- Clan Culture
- Adhocracy Culture
- Market Culture
- Hierarchy Culture



WHERE ARE NOW?





HOW CAN MANAGERS SHAPE COMPANY CULTURE?

- LEAD BY EXAMPLE:
- ENCOURAGE OPEN COMMUNICATION
- ENCOURAGE FLEXIBILITY AND
STRUCTURE



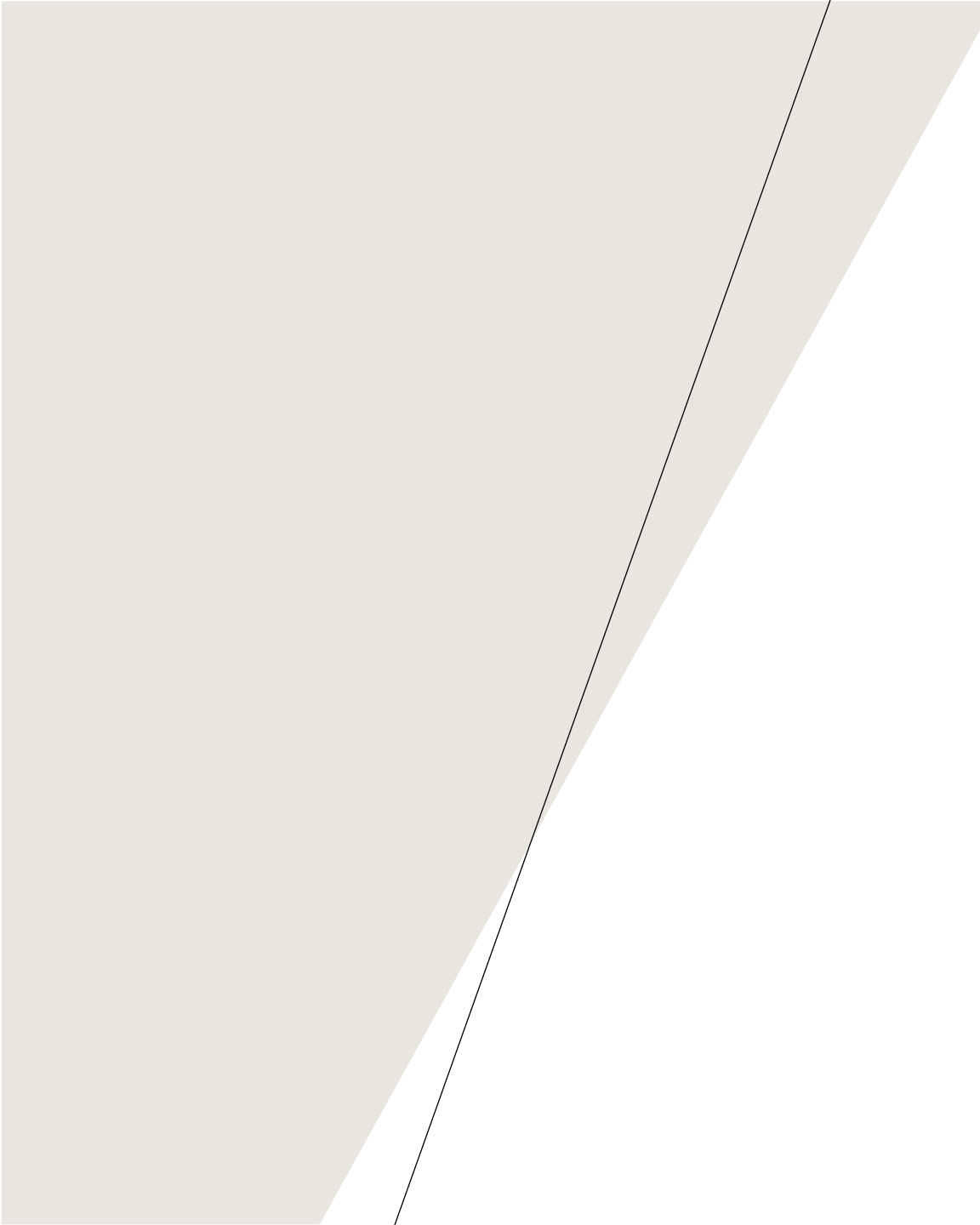
RECOMMENDATIONS FOR SHAPING OUR CULTURE

- ❑ CLARIFY AND REINFORCE CORE VALUES

- ❑ DEVELOP A ROBUST ONBOARDING PROCESS

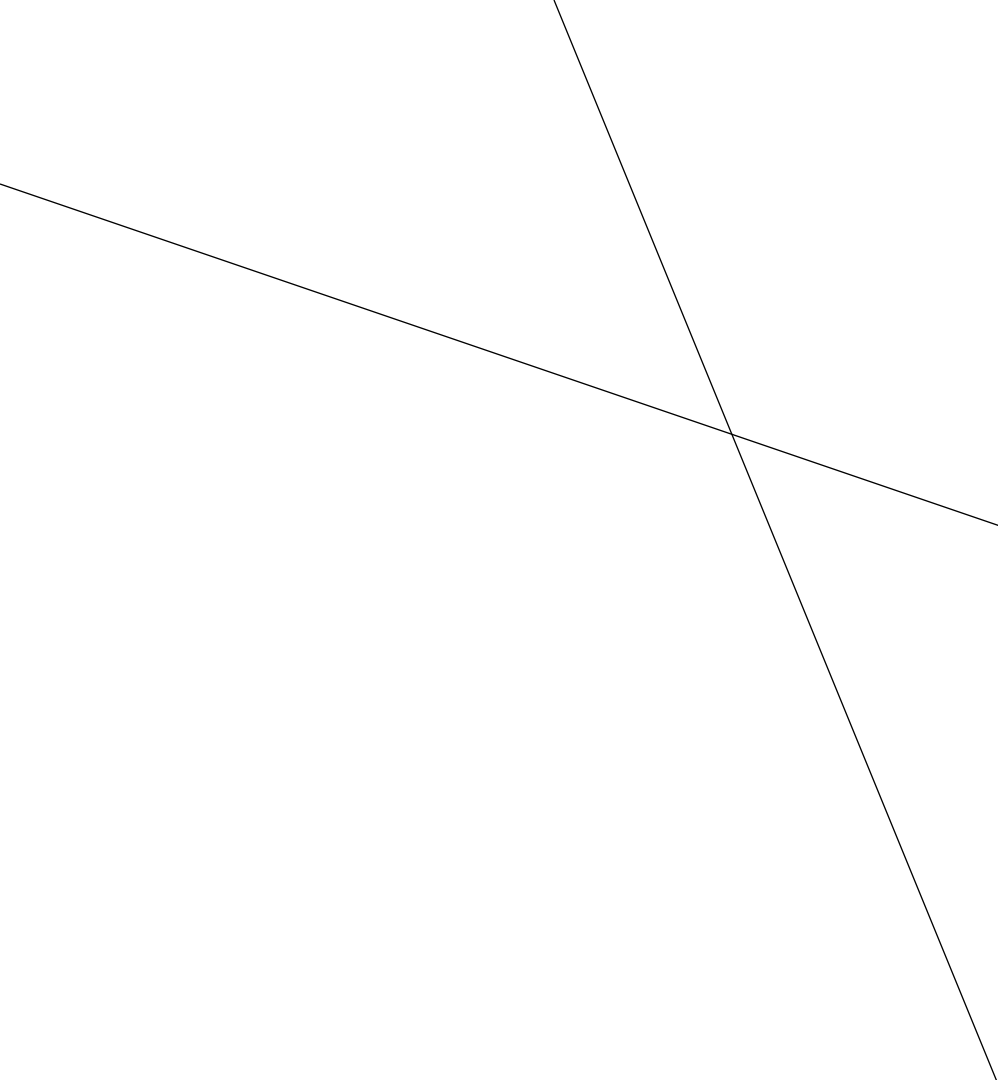
- ❑ FOCUS ON MANAGEMENT TRAINING

- ❑ ENHANCE DIVERSITY AND INCLUSION



OVERCOMING CULTURAL CHALLENGES

- DILUTION OF CULTURE
- BALANCING FLEXIBILITY AND STRUCTURE
- ADDRESSING CONFLICT



CONCLUSION

In conclusion, a strong company is vital to TechInnovate continued success, driving performance, retention and innovation. As we grow, it's essential to balance the flexibility of our startup culture with the structure needed for scalability.

Additionally, fostering a more diverse and inclusive environment with clear goals will be key to our growth. These steps will help us build a culture that supports both our current and future success.

REFERENCE LIST

Competing Values Company (2021) *BRIEF BACKGROUND OF THE COMPETING VALUES FRAMEWORK (CVF)*.

[https://denverleadership.org/wp-](https://denverleadership.org/wp-content/uploads/2016/01/Competing-Values-Framework.pdf)

[content/uploads/2016/01/Competing-Values-Framework.pdf](https://denverleadership.org/wp-content/uploads/2016/01/Competing-Values-Framework.pdf).

~~Epstein (2023) Why Workplace Culture Matters – Professional & Executive Development | Harvard DCE.~~

<https://professional.dce.harvard.edu/blog/why-workplace-culture-matters>

CIPD | 6 Ways HR Can Influence Organizational Culture (2021).

<https://www.cipd.org/uk/about/news/six-ways-hr-influences-organisational-culture>

(reference from slide 7)

A series of white, thin, overlapping geometric lines on a black background, forming a complex, abstract pattern on the left side of the slide.

THANK YOU !