

Workplace Culture and its Impact on Organisational Efficiency



Introduction

Organizational culture is:

“the way things are done around here”

(Deal & Kennedy, 2000)

It is including an organization:

- experience
- expectations
- philosophy

as well as vision, value, systems, symbols, norms, language, beliefs and habits. (Needle, 2004).



productivity



commitment



employee management

(Cancialosi, 2017).

→
Improve organizations

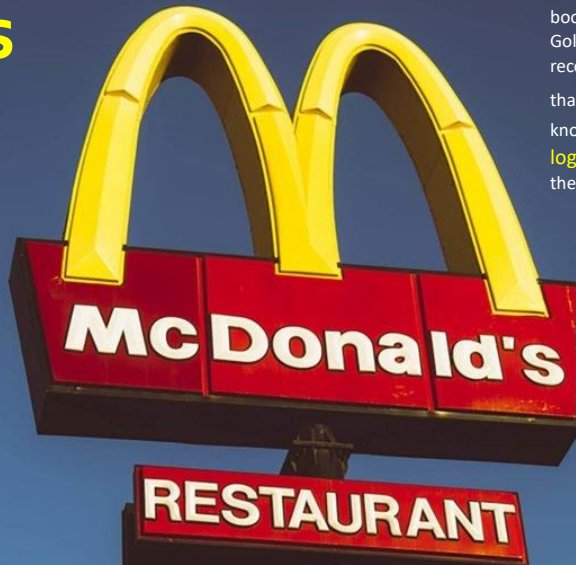
Introduction

According to Deal & Kennedy (2000) organizational culture is *“the way things are done around here”*. It is including an organization’s experience, expectations, and philosophy as well as vision, value, systems, symbols, norms, language, beliefs and habits (Needle, 2004). By understating and shaping organizational culture we are able to improve organizational outcomes like productivity, commitment and employee management (Cancialosi, 2017).

Eating is part of everybody’s life. It is need and pleasure but there are many places to eat, and companies in the global food industry which must constantly change to gain the interest of hungry customers.

Symbols

Symbols are the way how the institution **communicate** with customers and employees. It is including **logo**, **dress codes** and **branding**.
(Mullins, 2016)



According to Eric Schlosser's book Fast Food Nation, the Golden Arches are recognised by more people than the cross, with **88%** knowing the **McDonald's logo** to **54%** who named the **Christian** symbol.

McDonalds' Golden Arches inspires every graphic designer to create something equally recognisable. Their logo became the cross-culturally symbol, which is not just the positive or negative value, but it is an attitude which no one remains indifferent. Symbols are the way how the institution communicate with customers and employees. It is including logo, dress codes, branding etc. (Mullins, 2016).

McDonald's uniforms

"comfortable to work in and also proud to wear". J. Langhorn, McDonald's Senior Director of HR (CNBC International, 2017)



1976



2019

Designed by Waraire Boswell and Bindu Rivas. Makeover were based on feedback from customers and employees (Fu, 2017)

Over the years McDonald's uniforms have evolved. In recent years, these are no longer related to the icon of the time – Ronald McDonalds Clown, when the uniforms were yellow and red. Now employees' shirts, which were designed by Waraire Boswell and Bindu Rivas, enters a new era. Kind of modern and monochrome makeover were based on feedback from customers and employees (Fu, 2017). The company wanted their workers feel *"comfortable to work in and also proud to wear"*, said J. Langhorn, McDonald's Senior Director of HR (CNBC International, 2017). Various shades of grey and denim and a denim hat are the bridge between fashion and function, because when employees look professional, they will be more confident in their duties. Smart uniforms should help employees get the strong feelings of representing the business and promote business loyalty (Johnson, 2014). However, the research done by Fortune, says about third of McDonald's employees do not like their new uniform (Fortune, 2017). Mix of dark colours have met with an opinion of "depressing look" which do not make people think of happy place much less of happy meal (Indeed, 2020).

According to research done by Anne Riches (2015), people are resistant to change, despite the potential for development. In the workplace situation employees do not accept changes easily, but successful management know that the existing patterns

which are safe, might not always be the best option. Current uniforms are modest and fitted to the current trends. By wearing them they are feeling more confident.

Design



- Employees feel comfortable and more confident about where they are working, they are more likely to say, “I like where I am” (Indeed Reviews, 2020).
- Its drives performance and employee well-being also engage the workforce to share its expertise in their roles (CIPD, 2016).

Bold-coloured and brightly illuminated restaurants use to be the given pattern (Wikipedia, 2019), but in 2018 the organization invest 4.5 billion on modernisation and the layout of the fast-food restaurant become modern and stylish. Graphics inside restaurants are simple and neutral-toned material like metal and wood creates unique and sophisticated atmosphere. Some of the lights in new restaurants are computer controlled so the mood inside can be adjust to the different atmosphere at day and night (Mindfulness Design, 2019). Creating more kind of “cosy” interiors McDonalds stressed that this is a place for everyone, everyone is welcome, and that diversity is their strength (People McDonald, 2020). Employees feel comfortable and more confident about where they are working, they are more likely to say, “I like where I am” (Indeed Reviews, 2020). Its drives performance and employee well-being also engage the workforce to share its expertise in their roles (CIPD, 2016).



McDonalds symbols are unique to the organization and are not easily reproducible by competitors. These are a part of the strong culture where the core value is widely shared and intensely held by employees (Buchanan & Huczynski, 2017). Many of the web culture elements are symbolic, even if are shown separately. Control, reward system, structures and routines are not only functional but also symbolic (Johnson, 2014). Reward system is very clear inside the organization. Employees can earn starts depending on their engagement and achieves. Starts at their uniform become the status symbol and object that each employee is seeking to achieve.

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