



Workplace Culture and its impact on Organisational Efficiency

Task2 : Oral Performance: Academic Interview

Student ID: 2019783

Student Name: Lizbet Halison Munteanu Gamboa

Table Of Contents

- Introduction.....1
- Corporate Culture and Effectiveness.....2
- Organizational Culture and Structure 3
- PESTEL with Porter's Five Forces Model.....4
- Ethical Approaches.....5
- Recommendations.....6
- Conclusion.....7
- References.....8

Overview of the Report

- The essential elements of EasyJet Plc's organisational culture, structure, and external environment are examined in this presentation along with how they affect the effectiveness and performance of the business.



Figure: Brexit Focus:
Will EasyJet Plc Weather
The Storm?
(Source: seekingalpha,
2023)

Corporate Culture and Effectiveness

- The effectiveness of a firm can be significantly impacted by organisational culture, and EasyJet Plc is a prime example of this.
- The impact of organizational culture on employee performance and behaviour is one manner in which efficiency is influenced. Employees may be inspired to work more effectively and cooperatively, which can boost efficiency, in an environment that encourages teamwork, honest discourse, and continual improvement (Lin and Tsai, 2016).
- On the other hand, a bad culture that values individual achievement over teamwork or lacks openness and confidence can result in demotivated and disengaged workers, which can lower productivity (Konyu-Fogel, 2022).



Figure: Characteristics of Organizational Culture (Source: <https://saylordotorg.github.io/>, 2023)

Organizational Culture and Structure

- The organisational culture of EasyJet Plc is directly related to its organisational structure. The organisation's flat structure fosters a communicative and collaborative atmosphere. The organisation can react to market changes and make choices fast because to this structure (Marampa, Khananda and Anggraeni, 2021).
- A mismatch between organisational culture and structure, on the other hand, can have unfavourable effects. For instance, if the culture promotes individualism and rivalry yet the organisational structure is stacked, this may result in a lack of cooperation and communication, which may impair performance (Knies et al, 2017).



Figure: Assignment on Organizational Structure and Culture
(Source: <https://www.locusassignments.com>, 2023)

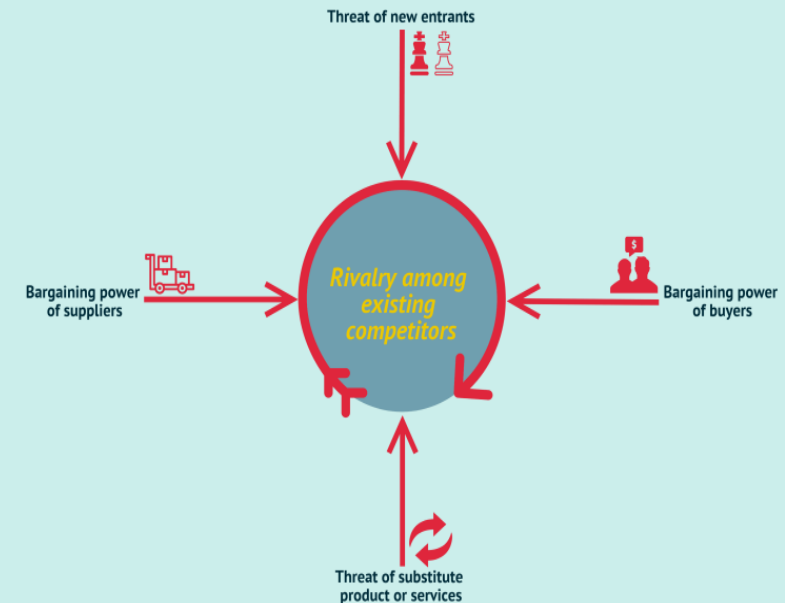
PESTEL with Porter's Five Forces Model

- The two pillars of EasyJet Plc's ethical philosophy are environmental sustainability and safety. The business has taken a variety of steps to lessen its carbon footprint, including buying fuel-efficient aircraft and lightening its fleet.
- EasyJet was able to retain a great brand reputation and customer loyalty by implementing these moral business practises. Customers are becoming more worried about how flying affects the environment, and businesses that address these issues are more inclined to succeed in the long run (Hitt, Ireland and Hoskisson, 2016).
- The company's both financial and non-financial success can benefit from a focus on security and environmental sustainability. For instance, purchasing fuel-efficient aircraft can lower fuel expenditures and increase operating effectiveness. A favourable perception of the company can also promote customer loyalty and draw in new clients, which will ultimately boost sales and profitability (Porter, 2016).

Figure 2: Porter's Five Forces Vs. Pestle Analysis
(Source: FourWeekMba, 2023)

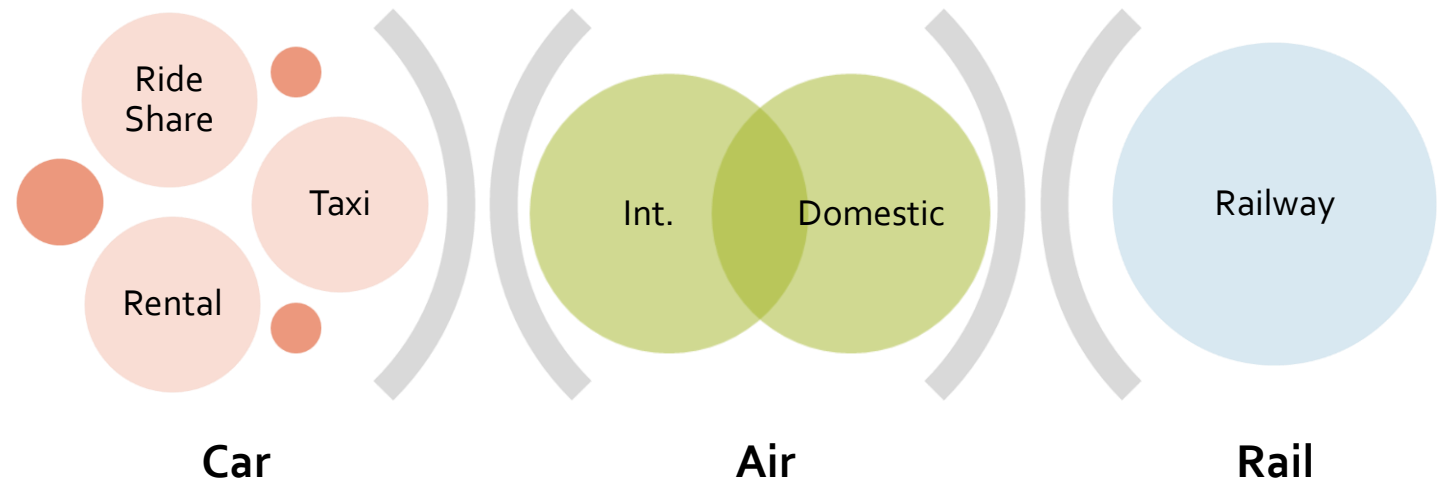
Porter's Five Forces Model

Porter's Five Forces is a model that helps organizations to gain a better understanding of their industries and competition. Published for the first time by Professor Michael Porter in his book "Competitive Strategy" in the 1980s. The model breaks down industries and markets by analyzing them through five forces: competition in the industry (at the center); potential of new entrants into the industry; power of suppliers; power of customers; and threat of substitute products.





Transportation



(Source: Author)

Ethical Approaches

- To start, the business needs to keep spending money on technology to boost productivity, save expenses, and improve customer service.
- For instance, EasyJet can investigate the use of chatbots, and smartphone applications, and data analysis powered by AI to expedite operations, personalise services, and provide staff and customers access to real-time insights.
- By implementing more sustainable practises throughout the company's operations, its supply chain, and fleet, the corporation should secondly concentrate on minimising its environmental effect (Tavakoli, 2022).
- For instance, EasyJet can work with environmental organisations to offset its carbon emissions, encourage recycling and trash reduction, and purchase more fuel-efficient aircraft.
- Third, the business should continue to take an ethical stance on sustainability, diversity, and safety, and successfully convey this stance to its stakeholders..

Figure: 3 Leadership Qualities Every Leader Must Master (Source: <https://entrepreneurhandbook.co.uk/>, 2023)





(Source: Author)

Recommendations

- EasyJet may implement the following actionable steps to put these suggestions into practise:
- For starters, it can assign resources and duties in accordance with specific targets, KPIs, and dates for each recommendation.
- Second, it can interact with its staff, clients, and partners to get their opinions, generate ideas, and get support for these projects while fostering an innovative and collaborative culture.
- Finally, it can keep an eye on the results and effects of these efforts and make adjustments as needed to meet its strategic goals (Konyu-Fogel, 2022).



Conclusion

Overall, this presentation has shown how crucial organisational culture, framework, and ethics are to the success of EasyJet Plc. We have observed that the business's strong culture of cost-effectiveness and innovation has aided in its success in the fiercely competitive aviation sector.

(Source: Author)

References

1. Hitt, M.A., Ireland, R.D. and Hoskisson, R.E., (2016). Strategic management: Concepts and cases: Competitiveness and globalization. Cengage Learning.
2. Knies, E., Boselie, P., Gould-Williams, J. and Vandenabeele, W., (2017). Strategic human resource management and public sector performance: context matters. *The International Journal of Human Resource Management*, pp.1-13.
3. Konyu-Fogel, G., (2022). Organizational Design in a Volatile, Uncertain, Complex, and Ambiguous (VUCA) World: A Multi-Case Study of High-Growth Emerging Startups in Canada.
4. Lin, C. and Tsai, H.L., (2016). Achieving a firm's competitive advantage through dynamic capability. *Baltic Journal of Management*, 11(3), pp.260-285.
5. Marampa, A.M., Khananda, R.W.V. and Anggraeni, A.I., (2021). The Effect of Organizational Culture on Organizational Performance. *ICORE*, 5(1).
6. Porter, M., (2016). GBN Education: The Five Forces of Strategy. Education.
7. Schneider, B., Ehrhart, M.G. and Macey, W.H., (2016). Organizational climate and culture. Sage Publications, Inc.
8. Tavakoli, G., (2022). Analysis of weaknesses, challenges and critical discourses on organizational culture assessment tools (Cameron, Quinn). *Quarterly Journal of Public Organizations Management*, 10(40), pp.101-114.