

Workplace Culture and its impact on Organisational Efficiency

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With a slogan: Come on, let's fly! & The web's favourite airline! EasyJet Plc is one of the leading low-cost airlines in Europe, established in 1995. EasyJet Plc has a fleet of 308 aircrafts, operating 927 routes across 34 countries.

The organisational culture of EasyJet can be characterised as creative approaches to passenger safety and organisational performances as well as agile management strategies that aim to increase the company personal efficiency to levels that are comparable to those of other companies in its industry. Due to the fact that they have strong believe in a culture of decentralisation they monitor their employees performances even in virtual working environment with a great degree of flexibility and adaptability embracing appropriate modifications in work practises as an ongoing procedure. In summary there is a concentrated attempt to redefine the organisational structure of EasyJet in order to enhance performance an foster motivation among staff employees.

At EasyJet, the essential supplies are chosen after careful consideration and and emphasis is placed on developing positive and productive long term business relationships in order to ensure an efficient supply chain. In addition to this the firm places a strong emphasis in developing long term strategic partnerships with important stakeholders and authorities in a variety of locations. The scenario calls for a comprehensive reorganisation of communication channels and procedures which includes the establishment of performance criteria in virtual environments.

Proud of the culture: Orange Spirit, the headquarters is located in an operational aircraft hangar in Luton, and they approach every aspect of the business with an international perspective. They're all connected, they move quickly, no one cares about their status, they are efficient without being cold, and they have some of the most talented people in the business.

Organizational culture in light of Hofstede model

The Hofstede organisational culture model is of significant importance since it has been widely utilised by analysts to examine the organisational culture of various companies. The organisational culture of EasyJet can also be examined via the lens of Hofstede's cultural model. The model comprises in six dimensions which are enumerated as follows:

- Means-oriented versus goals-oriented.
- Internal motivation versus external motivation
- Easy going work discipline versus the strict work discipline.
- Local versus Professional organizational culture
- Open system versus the closed system
- Employee orientated versus work orientated.

Means-oriented versus goals-oriented.

A strongly mean orientated organisation culture places a great emphasis on "how" the job is performed, whereas a goal oriented organisation culture places a greater emphasis on the results and places its attention on "what" can be accomplished. The orientation towards the mean displays people's tendency to avoid taking chances, but the orientation towards the goal reveals people are willing to take more risks in order to achieve the goals.

EasyJet has been able to strike the ideal balance between its mean and goal orientations. This is evidenced by the fact that the company places a strong emphasis on the significance of achieving its goals, while at the same time encouraging its employees to take risks only when doing so will be beneficial.

Because EasyJet places such a high priority in maintaining its reputation for honesty and integrity in all that it does, the company encourages its employees to adopt moral and considerate practises in their work in order to successfully complete their tasks. Employees are encouraged in this manner to only promote the kind of healthy rivalry that exist.

By placing an emphasis on goal orientation, EasyJet encourages its staff members to put their outmost efforts towards achieving the targets that have been set for them. Employees are not disciplined for contributing innovative ideas or taking unnecessary risks

by conducting businesses in this manner, EasyJet has been successful in reducing the fear of failure that its employees experience. It appears that companies like EasyJet have the intention of locating the optimal equilibrium point along the mean and goal orientation line.

Internal motivation versus external motivation

Additionally, the culture of the organisation can be thought as being either internally or externally driven.

A culture of an organisation that is driven from inside reflects the employees general perceptions of their own levels of skill and knowledge. When an organisation culture is heavily influenced by the people within the company, search employees tend to assume that they understand both the stated and implicit requirements of customers and they behave accordingly. The organisation that are driven from the inside out, place a great priority on ethics an integrity and they will not make concessions in regard of this principles in order to accomplish their goals.

On the other hand, companies whose cultures are driven from the outside tend to place a greater emphasis on results, and the people who work with this companies believed that the more vital to satisfy the needs in of the customers than to maintain an ethical business practises. As a direct consequence of this, they take on an approach that is more pragmatic than ethical.

The EasyJet organisational culture is driven more by the company's internal dynamics than by the company's interactions with the outside world. The senior management publicly conveys the need of having an ethical approach when reacting to the needs of the market, despite the fact that they guarantee a prompt reaction to the ever changing requirements of the customers. The corporation is united in its strong commitment to integrating ethics and integrity into its day-to-day business practises. Because of the culture that is created from within the organisation, it is now possible for the company to leverage the positive ethical reputation of its brand in order to gain a significant advantage over its competitors.

Easy going work discipline versus the strict work discipline.

The culture of the organisation could be laid back and relaxed, or it might be disciplined and organised. This aspect of organisational culture refers to the degree to which the company's internal operations are structured, controlled, and disciplined.

Businesses that have a relaxed attitude towards work discipline tend to have a flexible structure that lack formal hierarchies. The culture does not have the certainty, and management can only exert a limited control to ensure that the culture adheres to the rules. A culture within an organisation like this is seemed to be beneficial for fostering an attitude of creativity and innovation in the workplace.

On the other hand. Businesses that adhere to tight work disciplines are more likely to have hierarchies that are highly structured and certain. The management exercises a rigorous level of control, and employees work in an environment that is disciplined and maintains a serious attitude.

EasyJet culture is most strongly associated with the disciplined work culture that features vertical hierarchy and a towering structure. It indicates that management does not delegate the decision-making authority to employees and instead exercises direct authority over the employees' behaviour on the job. The employees are encouraged to engage in creative and innovative work behaviours by providing them with a variety of monetary and non-monetary benefits; nevertheless, the employees' level of empowerment and autonomy is constrained as a result of the tendency of the organisation to adhere to stringent work discipline.

The management on the other hand, has decided to make a gradual shift away from the centralised organisational structure towards the decentralised organisational structure in order to satisfy the growing demand for autonomy and empowerment among the workforce. As a result of this change, some of the organisation's authority will go from the top down to the bottom, so the organisation will achieve a new equilibrium between a rigid and fluid structure.

Local versus professional organizational culture

The culture of the organisation can also be broken down into two subcultures: the local work culture, and the professional work culture. The employee's sense of affiliation with either their boss/work unit or the profession they practise is indicated by this cultural characteristic's.

The employees of businesses that have a significant amount of local culture have a tendency to identify themselves with their organisational units, team mates/colleagues, or their immediate superiors. Employees have a strong desire of affiliation and connection to the people around them, but the focus is still on the internal and short-term aspects of the business. The tight social control ensures that all of the members of the organisation behave in the same manner as one another.

When employees have a tendency to identify themselves with their profession or the topic of their work when they are employed by a company that has a tight degree of professional culture, they have an external and more long-term focus and they do not wish to behave in the same manner as other people.

In the instance of EasyJet, the corporation encourages it's tough to maintain a professional demeanour at all times. There is no requirement to act in a specific manner in any circumstance. At EasyJet, they encourage diversity and value everyone's unique qualities and perspectives. This is done in order to make the most of the chances presented by the positive distinctions between the groups.

The example of EasyJet demonstrates how important it is to cultivate a professional organisational culture in order to maintain success in a highly competitive in divers environment.

Open system versus the closed system

the open versus the closed system dimension denotes the organisations' accessibility and overall communication climate.

Organisation that have open systems have a tendency to welcome new employees and established a work culture that is inclusive, allowing employees from a variety of demographic backgrounds to readily adapt to the new environment. The organisation maintains its accessibility to outsiders by keeping its doors open and by incorporating a degree of flexibility into its operations. These types of organisation recognised the benefits of diversity an work to incorporate it into the day-to-day operations.

When an organisation operates under a closed system, it is difficult more challenging for newcomers to adopt and cultivate relationship within the group. People who belong to such organisation tend to be exclusive and diversity is actively discouraged due to the fact that only particular types of people are encouraged to join and are likely to do well in the organisation.

At EasyJet, the business clearly leans towards the transparent side of things. There is open communication between employees, and the companies culture encourages a flexible an open minded approach to problem solving. The capacity of EasyJet to effectively manage a highly diverse staff contributes significantly to the company competitive edge.

Employee orientated versus work orientated.

Both the employee an work orientation represents the ideology, prioritisation, and general orientation of the management towards either the well-being of the employees or the successful completion of work objectives.

An organisation that places a clear emphasis on its employees is one that reflects the management's philosophy, which is the prioritise are need of employees over those of the company's shareholders and customers. It is the management philosophy, and it shares a strong connection to the contemporary times in which the strategic relevance of human capital has grown.

In societies that place a high value on work, organisation tend to exert an excessive amount of pressure on their employees and place a significant amount of importance in achieving the highest possible level of task performance, even if doing so comes to the expense of the general welfare of the workforce.

The management of EasyJet has a deep understanding of the importance of its human resources and as a result, they place a high priority in the happiness and motivation of its workforce. Even if employees are tasked with difficult targets, management listens to their concerns and steers clear of kind of overbearing pressure that work at hand and employee orientation can be achieved:

- Setting difficult goals and offering rewards to get the most out of the job.

- giving workers the coaching mentoring and direction, they need to reach the goals they have been given.
- trying to keep the workers from making overtime a regular thing at work.
- motivating and teaching workers how to deal with stress and time is important for both improving how well they do their job and how well they feel in general.

It seems that these different cultural aspects interact with each other. For example, EasyJet tries to find a balance between its means orientation and goal orientation, and leans more towards the means orientation, which is linked to its tendency towards the internal driven dimension. Both of these dimensions focus on ethics and integrity, and an organisation culture's tendency towards one dimension (like mean orientation) automatically suggests its tendency towards the other (like an internally driven culture).

PESTEL analysis on EasyJet

Political

The global political instability, precisely the European actual torment has a huge impact over all sectors and industries, aviation doesn't make any difference. Easyjet had to suspend flights due to the air-traffic closure over Ukraine. Traffic to Kiev is also cancelled and this not only affected the business on revenue side, but human resources, as operational staff had to be reassigned, local hub staff had to be relocated.

Economic

Political instability causes economical instability, the whole post-pandemic period is under a shadow of economical instability, recession, and inflation. As a any other business, Easyjet figures are affected by all these factors



Social

Low-cost short haul focused airline, Easyjet is very popular amongst low budget business travellers, however since the new remote/home working trend, these travellers chose to have their meetings remotely, rather than travelling to face-to-face negotiations. On the other hand, the restrictions imposed previous years, gave people an appetite to travel, explore, visit new destinations, reachable in 2-3 hours, and these two factors completely changed the dynamic of travel entirely and Easyjet specifically.

Technological

EasyJet was the first low-cost airline that was implemented into a GDS (global distribution system), along with all the regular airlines around the world. Being a low-cost airline is not regulated by IATA, so IT developers worked over 5 years to find the right solutions so that travel agents to be able to book and sell Easyjet tickets directly from their systems, and not being needed to book on airline website:

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--- TST TSM RLR RLP ---
RP/LONU122SR/LONU122SR          DM/GS  25JUL23/0704Z   J6HK5M
LONU122SR/0005DM/24JUL23
1 CROSS
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3 U2 229 B 21AUG 1 BRSBFS HK1        2010 2120
  LIGHT TICKETING
4 U2 228 B 23AUG 3 BFSBRS HK1        1730 1835
  LIGHT TICKETING
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8 TK OK25JUL/LONU122SR
9 /SSR RQST U2 HK1 BRSBFS/14DN,P1/S3  SEE RTSTR
Amadeus: 10 /SSR RQST U2 HK1 BFSBRS/14DN,P1/S4  SEE RTSTR

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Belfast Intl trip (K5SDQJ1)


21 August 2023 - 23 August 2023

Your flights

Monday, 21 August 2023

Boarding pass & check in

Bristol 20:10



Belfast Intl 21:20

Flight number	Bag drop opens	Bag drop closes	Seats
EZY229	18:10	19:30	14D

Passengers (1 Adult)

View passenger details, seats and cabin bags

Change flight

Change names

Change seats and cabin bags

Add hold items

Wednesday, 23 August 2023

Boarding pass & check in

Belfast Intl 17:30



Bristol 18:35

Flight number	Bag drop opens	Bag drop closes	Seats
EZY228	15:30	16:50	14D

Passengers (1 Adult)

View passenger details, seats and cabin bags

Change flight

Change names

Change seats and cabin bags

Add hold items

Website:

Environmental

“Our biggest impact on the environment is fuel and the associated carbon emissions. Our continued efforts to reduce our fuel usage and costs also have the effect of reducing our impact on the environment. We also want to be a good neighbour in the communities around the airports.”

([Environment](#) | [Reducing our environmental impact](#) | [easyJet](#), 13/08/2023)

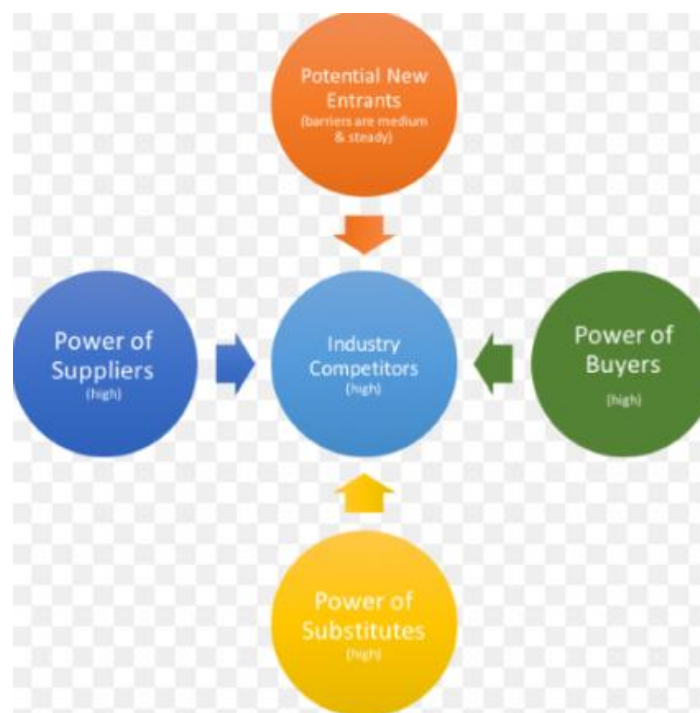
Also, EasyJet was one of the first airlines to try to make their planes "paperless." They put in Panasonic Toughpads, which replaced computers and printers and made it possible for people to use and talk to each other. Also, they are very interested in using the "e-paper" technology made by Sony to get rid of all the paper they use.

Legal

In 2020, EasyJet became well-known for a big cyber-attack that put at least 9 million people's personal information and data at risk. About 2,000 of these people had their credit card number and other personal information as name, addresses, departure/arrival dates, stolen.

Same year, the owner accused members of top management of EasyJet, for taking bribes from, Airbus, one of their biggest aircraft suppliers. The discovery of corruption among the owner's highest ranking staff has cast a detrimental perception on the business.

Porter's five forces



[Thompson Crawford UF ENT6930: INDUSTRY: 5 Forces Model](#) 13/08/2023

Porter's Five forces model is a theoretical Framework utilised to identify and analyse the five competitive factors that exert influence on an industry. This model aids in the assessment of an industry's vulnerabilities and advantages

Threats of new entrants

Achieving economies of scale is a significant challenge within the aviation industry. This phenomenon facilitates cost advantage for entities involved in the production of huge capacities. Additionally, it results in increased production costs for potential newcomers. This factor diminishes the potency of the risks posed by potential newcomers.

Bargaining power of suppliers

Aviation is characterised by a relatively higher number of suppliers in comparison to buyers. This implies that the suppliers possess diminished authority in determining pricing, hence rendering the bargaining power of suppliers relatively feeble.

The providers offer products that exhibit a high degree of standardisation, limited differentiation and minimal switching costs. This facilitates the process of supplier switching for buyers such as EasyJet. This phenomenon results in a diminished influence of suppliers' bargaining strength.

Threat of Substitute Products or Services

There are quite a few similar or identical products on the market as provided by EasyJet, both low-cost, or better quality therefore higher costs. It means Easyjet have to focus in differentiating the product, such as unique benefits to its customers or frequent traveller rewards.

Rivalry Among Existing Firms

Rivalry among existing firms is a weaker force within the industry, because the competitors are very few, and very large sizes and that makes any move immediately noticeable.

Aviation industry is growing every year and it's expecting to continue growing for many years ahead. A positive growing industry makes the company within it less likely to engage in competitive actions, so this makes rivalry a weaker force.

Conclusion

An examination of the organisational culture of Easyjet reveals that prosperous corporations do not adhere to an extreme cultural orientation, but rather search for the optimal balance in order to cultivate efficient cultures. This was discovered through the examination of the company's practises. Easyjet has been very successful in developing A robust organisational culture that is deeply ingrained throughout the company and is generally embraced by its highly diverse workforce.

After an organisation has successfully created the alignment between the structure culture and business strategies and has gained an understanding of the complex association between underlying

assumption core values and observable behaviours that organisation will then be able to use the organisational culture as a tool to gain strategic benefits. EasyJet is a good example of an organisation that has successfully maintained its place in a market that is extremely competitive by maintaining a solid work culture.

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