

# **Course: Business English**

## **Level 3**

Day №6



*What are your company's rules or guidelines for the following?*

- dealing with customers
- working hours
- the way you dress
- sending employees overseas
- moving employee to another branch/country



# ***Unit 3 Crossing cultures***

## ***Day 3 – Corporate culture***



***“In simple terms, organizational culture is the way people in the organization understand, behave and act.***

***An organizational culture is the glue that binds the organization and its employees. It affects the entire organization and influences all jobs from the top management to the workers.***

***At the Ritz-Carlton Hotel chain, we worked for years to develop a culture focused on “quality service delivery”. This has resulted in a corporate culture that strongly believes in quality. All the organizational activities revolve around continuous improvement and error free service. Ritz-Carlton’s success has been attributed to its strong organizational culture”.***

***Todd Lewis***



***Todd Lewis talked about the organizational culture of the Ritz-Carlton hotel chain. Check the best match for his description.***

- 1. An organizational culture is the influence of the workers on upper management. Because of this, no one at Ritz-Carlton ever makes mistakes.**
- 2. The way a company's employees act is the organizational culture. At Ritz-Carlton, they developed an organizational culture that helps employees focus on quality.**
- 3. The upper management and the workers are the glue that binds an organization. At Ritz-Carlton, all staff take part in activities to help them improve.**

***Then use three of the words in the box to describe the culture that Ritz-Carlton has worked for years to develop.***

service	customer	delivery	product	timely	equality	strong
improvement		organization		culture	quality	error-free

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## *Which corporate culture is the best for you?*

1. The customer is always right.
2. I think honesty is the best way to do business and I want all our employees to be honest with our customers.
3. Always smile when talking to customers.

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*The*  
*Customer*  
is always  
Right





**Who is the founder/CEO of your company?**

**What is the organizational culture of your company?**

**How does the founder/CEO of the company influence the organizational culture?**

**Chef  
Executive  
Officer  
CEO**



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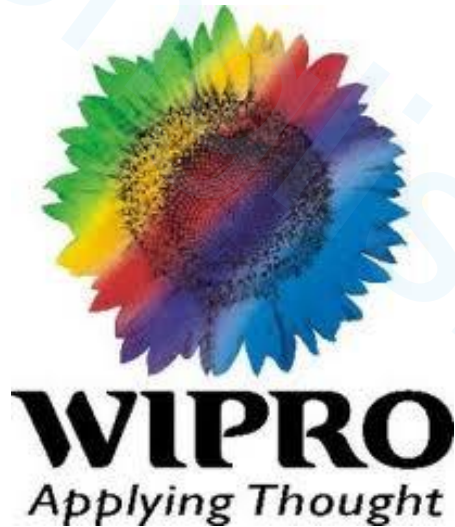
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# ***Unit 3 Crossing cultures***

## ***Day 4 – Organizational culture***







Mr. Azim Premji is the founder of Wipro, a very successful IT company. He has inspired his organization by his dedication, his humility and his sheer simplicity. Although some of his lower-level staff have become millionaires due to the stocks allocated to them, the entire organization follows Premji's values of simplicity and humility and strives towards perfection.

**Match these definitions to the underlined words  
or phrases in the story.**

1. *tries hard to do something or  
make something happen.*
2. *person who started a company*
3. *feeling or attitude that you have  
no special importance*
4. *complete*

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founder

humility

strives

sheer

***You started a new company. Choose a type of company from the box.***

hotel      airline      TV manufacturer  
computer service center  
page design service      others(your choice)

**Decide what rules or  
guidelines you will have  
for employees.  
Think about these ideas  
and add your own.**

- smile
  - argue
  - honest
  - clean
  - trust
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***Thank you for  
today!***

***I'm looking forward to  
seeing you again!***