Organizational strategies for filling the customer can-do/must-do gap

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Organizational culture

Organizational culture may be defined as the knowledge, ideology, values, and rituals that individuals share. There is not a single organizational culture within organizations, as unique sub-cultures may emerge within organizations according to demographics such as race, gender, sexual orientation, organizational tenure, and membership in a particular work unit or division. Nevertheless, many organizational leaders are concerned with creating overarching organizational cultures that emphasize ethical high performance. Eisenberg, Goodall, and Trethewey highlight several important characteristics of ethically high performing organizational cultures.

Organizational Culture

Organizational learning

Organizational learning involves elaborating organizational members' capacity to think collectively in new and strategic ways that foster coordinated activity. The topic of organizational learning has grown in importance since the late 1980s as contemporary organizations have recognized that one of the primary strategies for adapting to a rapidly changing business environment is to learn from their successes and failures as well as think strategically about their future.

Thanks for watching

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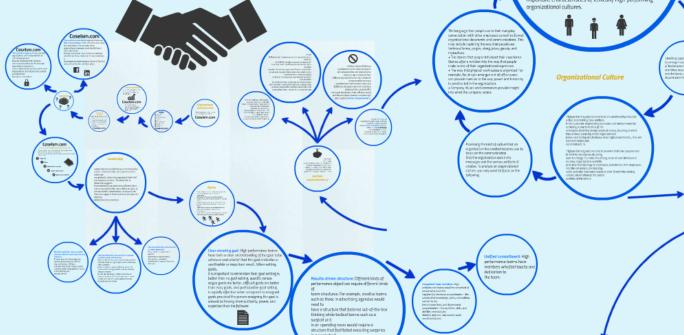15 Peters, T., & Waterman, R. (1982). In search of excellence. New York: Harper & Row.

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Organizational communication

Different approaches on how to make your organization more effective

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General definition

A process by which activities of a society are collected and coordinated to reach the goals of both individuals and the collective group.

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It is a subfield of general communications studies and is often a component to effective management in a workplace environment.

Creativity VS Constraint

However, organizational communication may be viewed more profitably as balancing creativity and constraint,
as it is never entirely either constrained or creative. The definition of organizational communication as balancing creativity and constraint focuses on how individuals use communication to work out the tension between working within the constraints of pre-existing organizational structures and promoting change and creativity.

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 The social constructionist approach assumes that communication creates the form and shape of organizations. For example, when organizational members consistently funnel their information
through one person, they create a centralized network structure where one person maintains a
high degree of power because s/he is at the hub and controls the flow of information.

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The container approach assumes that organizations exist independently of communication and

serve as containers that influence communication behavior. For example, organizational structures,

such as hierarchical, are assumed to exist independently and influence the content and directional

flow of communication

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Areas of Study in Organizational Communication

There are several research areas within the field of organizational communication.4 For ease of presentation,
identified here are five major areas that organizational communication scholars study:

1 **Leadership**

2 **Teams**

3 **Communication networks**

4 **Organizational culture**

5 **Organizational learning**