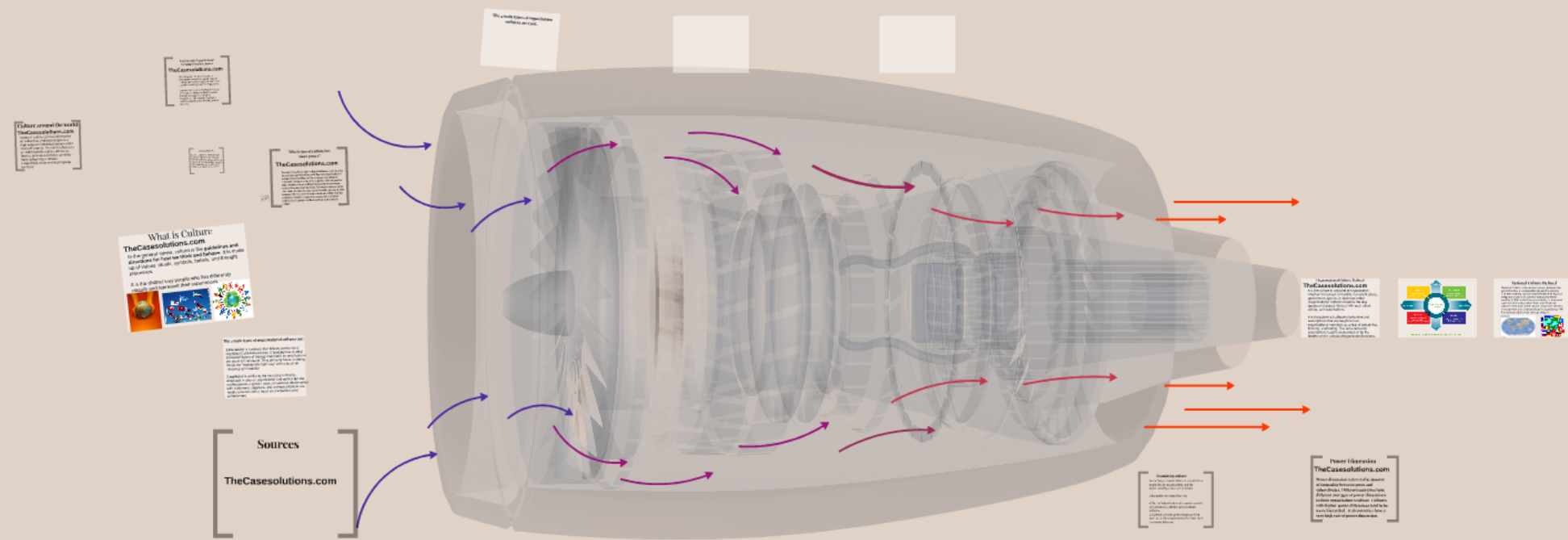


Qualtrics: Scaling an Inside-Sales Organization

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What is Culture

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In the general sense, culture is the **guidelines and directions for how we think and behave**. It is made up of values, rituals, symbols, beliefs, and thought processes.

It is the distinct way people who live differently classify and represent their experiences.



Organizational Culture Defined

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It is the culture in any kind of organization whether it is school, university, non-profit group, government agency, or business entity.

Organizational Culture concerns the way people and groups interact with each other, clients, and stakeholders.

It is the pattern of collective behaviors and assumptions that are taught to new organizational members as a way of perceiving, thinking, and feeling. The behaviors and assumptions taught are decided on by the leaders of the company/organization/business.

Culture around the world

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National culture can be individualist or collectivist. Individualist place a high value on individual achievement and self-interest. The United States is an individualistic culture where as Mexico and several Asian countries have collectivists cultures.

Collectivists value working in group harmony.

Dealing with Organizational Vs National Culture Issues

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It is important for an company to thoroughly assess its organizational culture against the local cultures in the countries and regions it is engaged in.

Companies have to develop resolution methods for fixing conflicts between foreign employees and native employees. This usually requires a compromise between the two parties' cultures.

**Which type of culture has
more power?**

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Research has shown that cultural differences are greater among managers working with the same multinational corporation than they are for managers working for companies in their own native country. This means that when working for a multinational company, Germans seem to become more German, Americans become more American, Swedes become more Swedish, and so on. The reasons why are not well understood other than that the employees might be resisting a company's corporate culture if it is counter to the beliefs of their nation's culture.

Sources

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Power Dimension

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Power dimension refers to the amount of inequality between peers and subordinates. Different countries have different averages of power dimensions in their organization's culture. Cultures with higher power differences tend to be more hierarchal. Arab countries have a very high rate of power dimension.