



Zappos.com (B): Strategy Powered by Culture and People

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Organizational Culture

A system of shared assumptions, values & beliefs which govern how people behave in organization.



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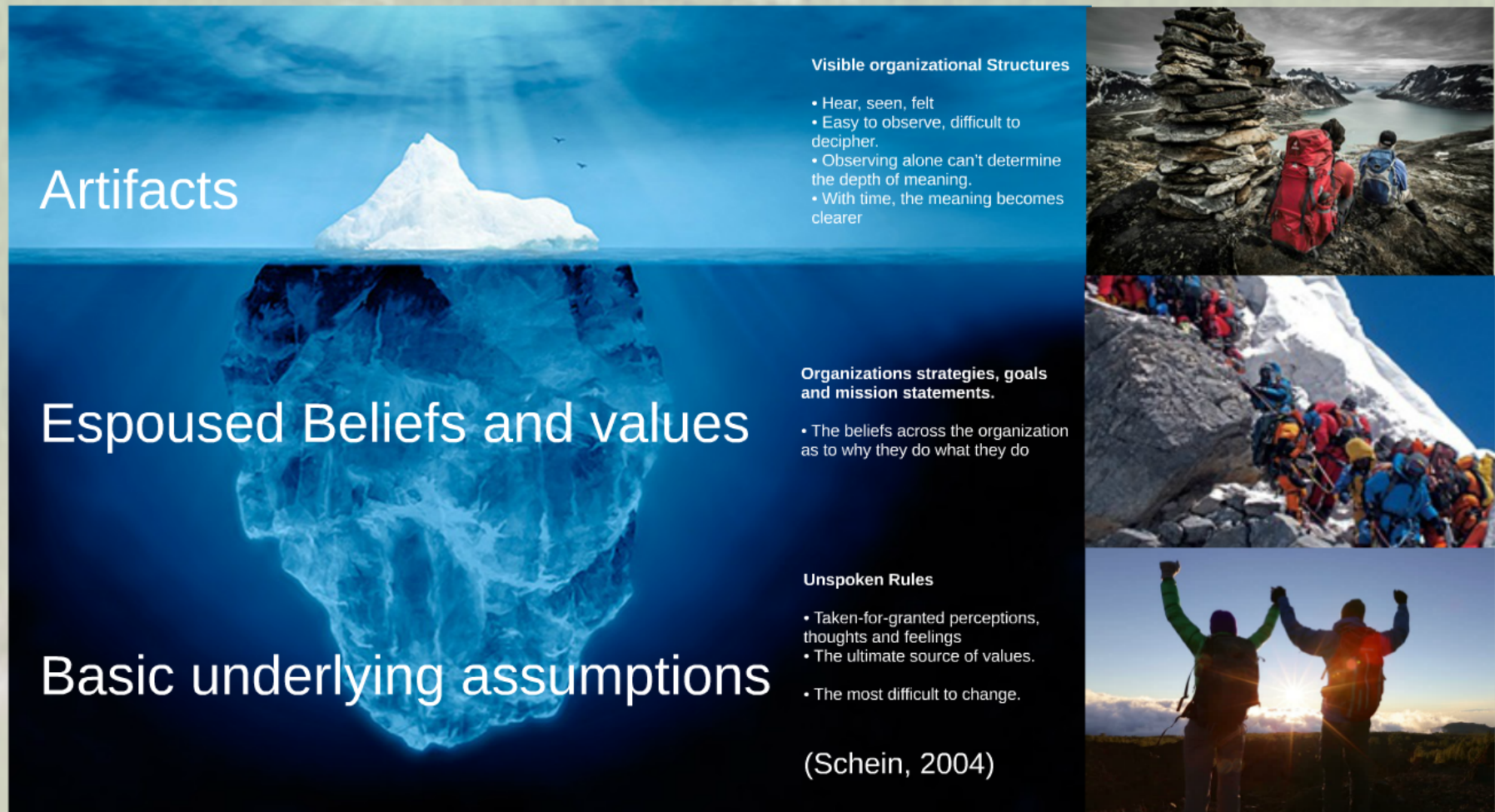
Source: Adapted from information in O'Reilly, C. A., III, Chatman, J. A., & Caldwell, D. F. (1991). People and organizational culture: A profile comparison approach to assessing person-organization fit. *Academy of Management Journal*, 34, 487-516.



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Levels of Culture



Importance of Sustainable Culture in Organizations

How ?

Generating a strong cultural Identity that makes sense among stakeholders,



Why ?

And that instills on the way to do business making long-term economic sense.

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Jean-Philippe Denis, Alain-Charles Martinet, Ahmed Silem, (2016)

Importance of Sustainable Culture in Organizations



Importance of Sustainable Culture in Organizations

93% CEO's see sustainability as important to their company's future success.

Yet, most do not know how to embed sustainability in their company.

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(A New Era of Sustainability - UN Global Compact-Accenture CEO Study 2010, 2010)

