MICROSOFT NEW CORPORATE CULTURE
Harvard Case Solution & Analysis

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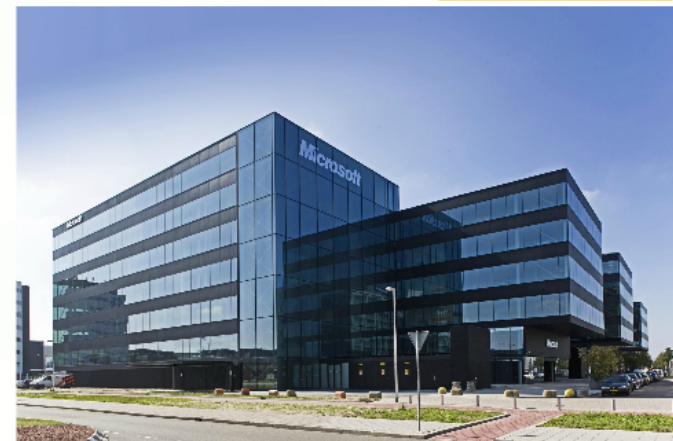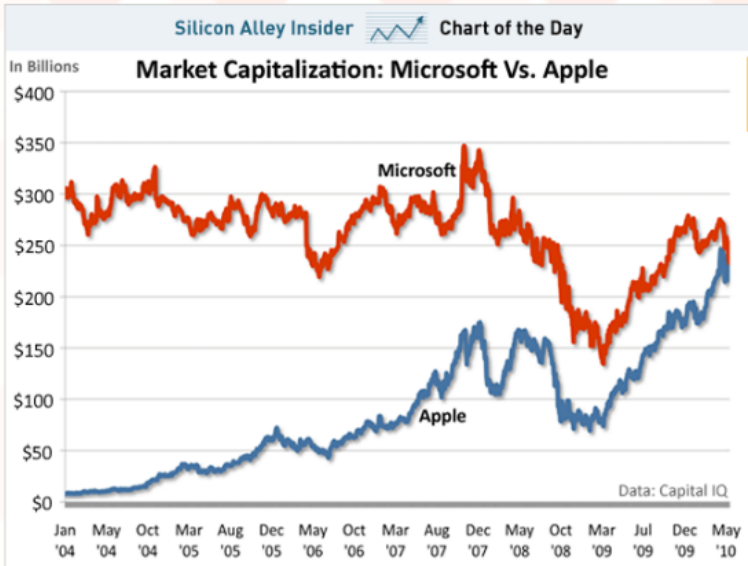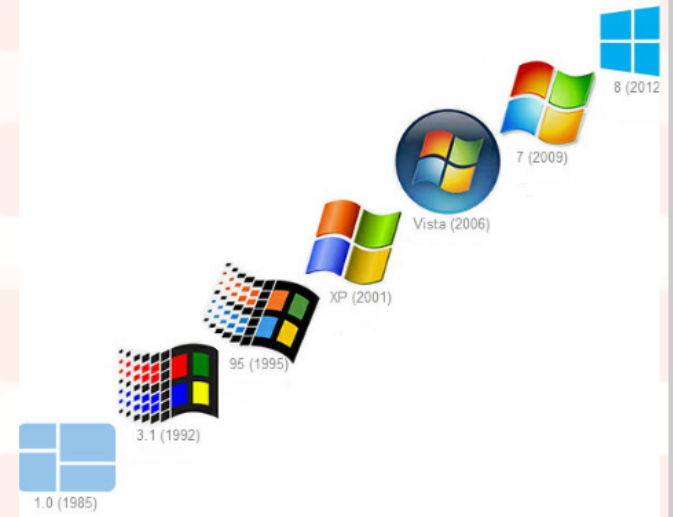Harvard Case Solution & Analysis

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INTRODUCTION

2012

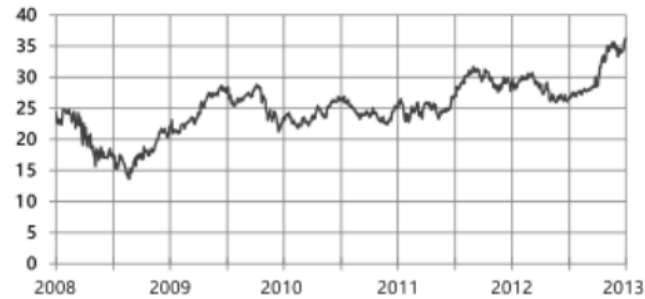1987

1982

1980

1975

Paul Allen and Bill Gates

Redmond
Washington

.... bing   Office   Skype   Windows   Windows   Xbox   ....
                                                  Phone

In Mid 1980's

$ 393.14 bn

Silicon Alley Insider — **Chart of the Day**

Market Capitalization: Microsoft Vs. Apple

Worlds Richest man for 10 years

Resigned on June 27 2008

Environment of early Mircrosoft

1.Talent is the most important

Gates said: smart can have a quick understanding and indepth knowledge of complex issues.

2.Good work enviroment

He said you can make the company like your second home.

The culture of Microsoft's golden age

1.Change brings innovation

Gates often reminds software developers with four to five years experience that after the end of each program they had to be relocated to different departments

2.Respect for each individual

A general's soldier is a good soldier but the administrator's is not"

3.Competition brings vitality

Competing teams more quickly generate new ideas

Culture After Bill Gates

Many people, including Microsoft employees thought that Microsoft is in trouble, and they lost the feel of home.

1.Excessive competition

some large development teams occupy most of the money and resources, however they also crowd out emerging teams.

2.Growth of bureaucracy

Ballmer has put Microsoft as a big company to manage, layers of reporting, the General Assembly will discuss the small decisions, of course, low efficiency.
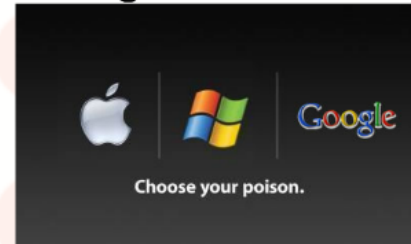
What kind of challenges Microsoft has?

1. How to make employees trust in organization

The worst thing about working at Microsoft is the number of people outside the company who doubt us. People are unaware of the role of Microsoft in their life.

2. How to make employees accept the new changes

"Data Culture"...every team and every individual is empowered to do great things because of the data at their fingertips.

3. How to deal with cultural compatibility

Corporate culture is the grease that makes the operation run.

4. How to manage employees stress

Microsoft cutting 18,000 jobs, 14% of company, in largest layoffs in its history