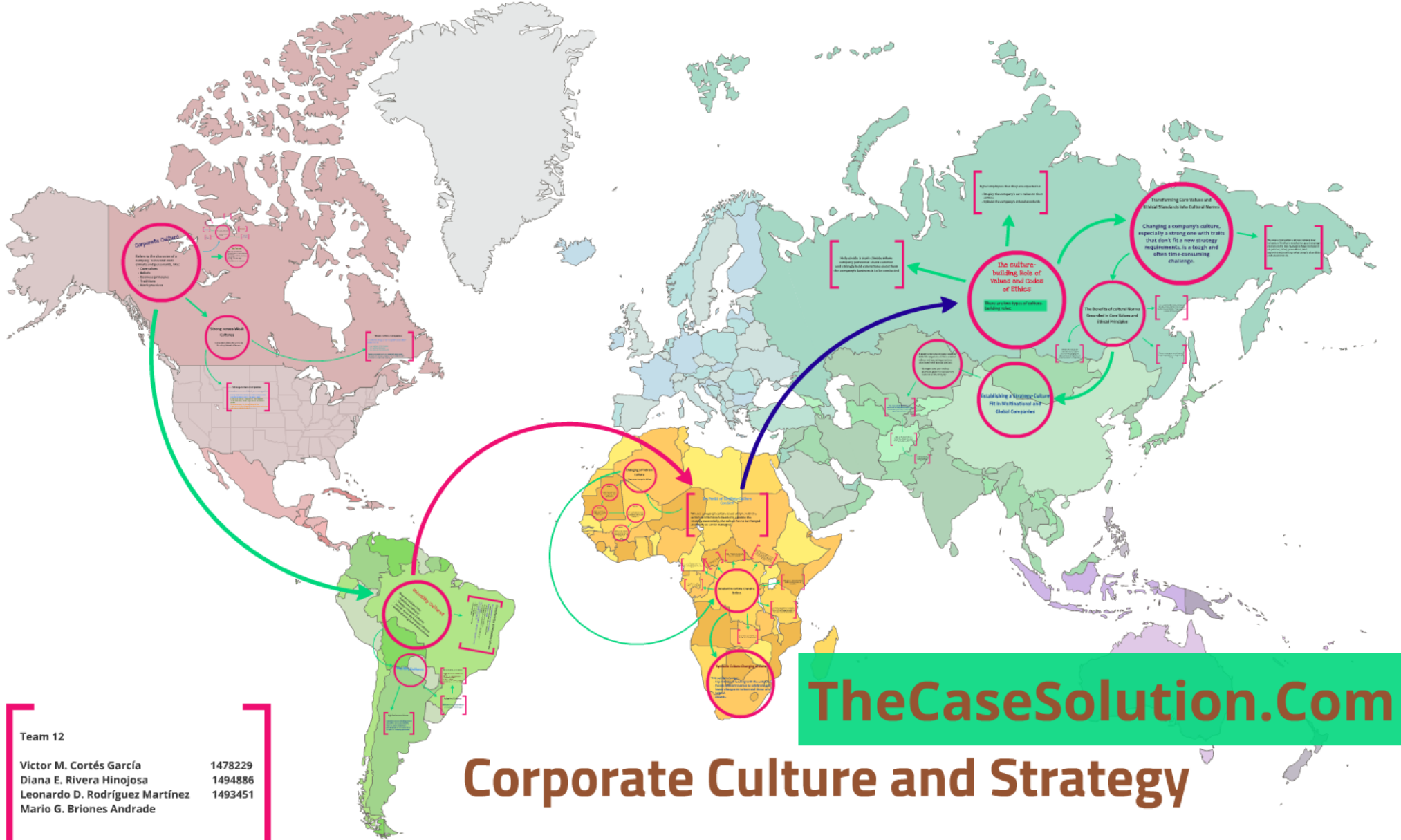


Team 12

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 Leonardo D. Rodríguez Martínez 1493451  
 Mario G. Briones Andrade

TheCaseSolution.Com

# Corporate Culture and Strategy



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# Corporate Culture and Strategy

## **Team 12**

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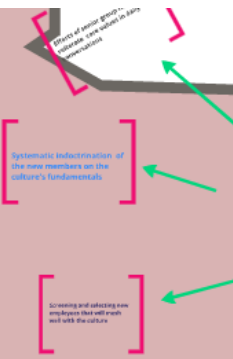
**1493451**

**Mario G. Briones Andrade**

# Corporate Culture

Refers to the character of a company's internal work climate and personality, like:

- Core values
- Beliefs
- Business principles
- Traditions
- Work practices



# Key Features

- Values and ethical standards
- Official policies and operating practices
- Work climate
- How managers and employees interact to each other?
- Do things in particular ways
- Traditions
- Dealing with external stakeholders

# Corporate Culture

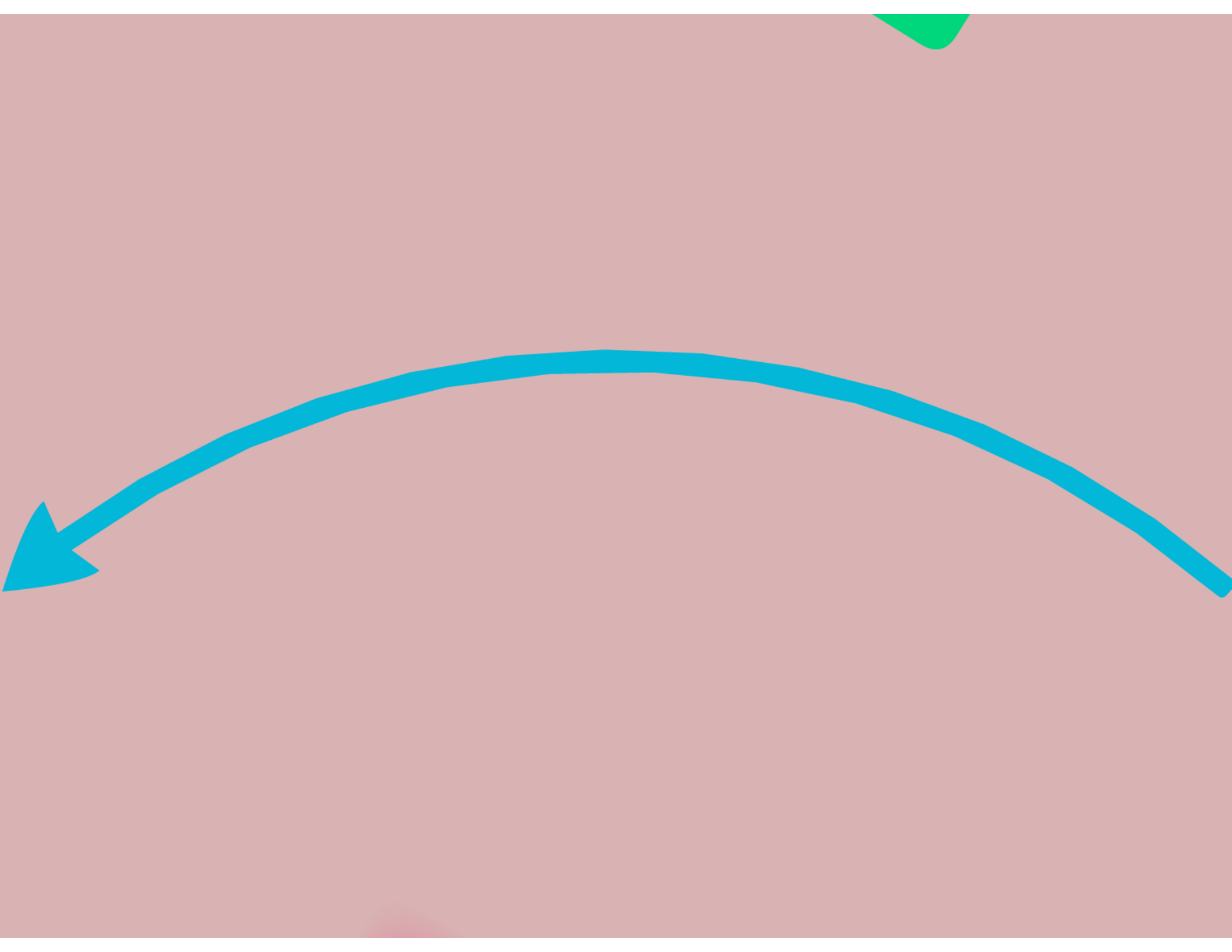
Refers to the character of a company's internal work climate and personality, like:

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Direct of senior group  
Corporate culture  
communication

Systematic indoctrination of  
the new members on the  
culture's fundamentals

Screening and selecting new  
employees that will mesh  
well with the culture



A large pink circle is centered on a light pink background. Several green lines of varying lengths and orientations are scattered around the circle. A grey, jagged, irregular shape is located in the upper right corner of the image.

# **Perpetuating the Culture**

- **There are six important ways to do it**