**Video Title:** 3 Powerful Company Culture Examples

**Video URL:**  <https://www.youtube.com/watch?v=I6lUnG2rW_A>

**Run Time/Source:** 4:45, AIHR - Academy to Innovate HR/YouTube

**Close Caption Available:** Yes

Organization culture is presented in pages 377-386 of the textbook. What are some examples of excellent company culture? In this video, we give you three of the most representative and ingenious company culture examples. The benefits of an excellent company culture are numerous: from competitive advantage, reduced turnover, increased quality of hire and employee engagement, and last but not least, increased overall productivity and performance. In this video, we'll show how the aforementioned are promoted by a well-developed company culture in the following organizations: Tony Chocolonely, Kabbage, and Zappos.

The first company culture described is that of Tony Chocoloney, a maker of chocolate candies. The core company value is “team first.” Award ceremonies are held to celebrate company employees (Tony’s) who accomplished something substantial. The company culture is written down. “Relay bar” is the name given to each new chocolate bar introduced. The team participates in a relay race to celebrate the new bar.

Kabbage provides capital to small businesses. A tenet of the company culture is for employees to “eat up and drink up.” Free meals and even beer on company premises are provided. Another part of the culture is to give money to animal shelters and for feeding refugee children. The company encourages physical fitness through employee workouts. Another part of the culture is an employee playroom that features ping pong.

Zappos, the online retailer that is part of Amazon.com, has a highly publicized company culture. A job candidate’s fit with the company culture is given 60 percent weight in making a hiring decision. Ten core company values are instilled in employees, with the emphasis on fun and happiness incorporated into these values. New employees participate in call center training. After a short period of time new employees are offered $2,000 to quit. Employees who refuse the offer are thought to be passionate about their job.

*Questions for Thought and Discussion*

1. How does employee engagement fit into the company examples presented?

2. Kabbage is involved in the serious business of providing capital to small businesses. How does drinking beer company premises fit their mission?

3. One dimension of organizational culture described in the textbook is “belief in a higher purpose.” What evidence of this value did you see illustrated in the video?

4. Visualize a supervisor at Chocoloney who wants to facilitate the work engagement of Lucy, a new production worker at the company. What should the supervisor tell Lucy about the company’s higher purpose?

5. One dimension of organizational culture described in the textbook is “rites and rituals.” What evidence of this value did you see illustrated in the video?