**Video Title:** Macy’s Culture: What it’s Like to Work at Macy’s

**Video URL:** [**https://www.youtube.com/watch?v=PoiM2VQjFgs**](https://www.youtube.com/watch?v=PoiM2VQjFgs)

**Run Time/Source:** 2:52, Macy’s/YouTube

**Close Caption Available:** Yes

Organizational culture is covered in pages 323-330 of the text. Although this video has been produced as a promotional device for employee recruitment, it provides insight into how employees react to the organization’s culture. The video emphasizes that when you join Macy’s, you become part of a team that is deeply committed to serving its customers and embracing diversity as a valuable strength. The video features workers from a variety of demographic and cultural groups. Among the many themes touched on are the value of people, teamwork, fun, a family atmosphere, and meaningful work.

*Questions for Thought and Discussion*

1. Which values can you identify that appear to be supporting Macy’s culture?

2. Have you visited a Macy’s store in recent memory? (Or, maybe you can ask this question of somebody who has shopped at Macy’s.) Do the employees seem as excited be a Macy’s employee as the video suggests?

3. Why might the “family atmosphere” mentioned by one of the workers contribute to a strong organizational culture?

4. Why would a recruiting video for Macy’s focus so much in culture an make no mention of salary, benefits, and working hours?

5. As a communications vehicle, how convincing was this recruiting video to you? Would you explore job opportunities at Macy’s within your field? Or would you recommend Macy’s to somebody else?