Organizational Culture

Institutional Affiliation

Student’s name

Course

Date

**Organizational Culture**

**Communication culture in** [**Ringsted**](https://en.wikipedia.org/wiki/Ringsted)**, Denmark**

Culture is an important aspects when it comes to any organization. It defines the way people interact with other members of the institution, deal with outside clients, and approach leaders among other important operation that takes place within the firm (Maindal et al, 2016). For this reason there is need of nurturing a good culture within any organization, in order to improve the general performance and the productivity of the organization. The region I have decided to choose is [Ringsted](https://en.wikipedia.org/wiki/Ringsted), which is found in Denmark. Denmark is among the leading countries when it comes to entrepreneurship.

One of the major factors that affects business in this region is language. The official language in this region is Danish, but still eighty percent of the population understand English (Heiselberg 2018). This is because it is taught in elementary schools as a compulsory subject. Apparently most Danish people have adequate English knowledge and very little interpretation is required during business. Most emails are also written in English, which makes it possible for colleagues from different countries ti get involved.

There are also various verbal and non-verbal cues that affects business in this region. Looking at the nonverbal cues for instance, handshakes between men and women are accepted forms of greeting, during, before and after meetings. During handshake, it is required to be firm, short and eye contact maintained during the whole process.

Generally, communication in Danish is quite informal even in business, and is characterized by much humor, goodwill and low key is also maintained all through (Jensen 2016). Most of the Danes share a lot about their families with other colleagues openly among other aspects of their private lives. However, in times of meeting they tend to stick only on business issues. Communication is quite friendly, and this is one of the reason that apparently has highly contributed to better performance when it comes to business in this country.

References

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