Homework

[Name of the Writer]

[Name of the Institution]

Symbolic Frame

**Organizational Culture**

The GAP's organizational culture is very open and broad. They believe in expansion rather than just selling a clothing brand. They are working in collaboration with many off-shore and in-shore companies and team. Their organizational set up is dynamic. Innovation, learning and community work is their work of choice. They have an ethical and just corporate system. GAP Inc. believes in the development and maintenance of work along with the community. Diversity and inclusion is the core value of the company, they think in contributing to the broader cultural change. They also believe in an empathetic system of connection with the customers as well as the employees or marketing partners. Their mission statement is unique and gives an impact of keeping the broad and robust culture of the organization.

**Impact**

The culture of an organization is detrimental in defining the success and failure of the organization either for long or short-term. The company's culture sets clear priorities and functioning of the company, moreover tuning the goals and achievements, such that it kept the mission intact and focused towards success (Bolman, & Deal, 2017). Subsequently, it attracts the new and capable people for the organization and also the retention of employee is possible through strong, open and broad corporate culture. It also encourages passion and sustainability, when they are genuinely indulged in their jobs due to a healthy and unified culture in the organization. Lastly, the organization helps in maintaining unique and distinguishing brand identification. Thus a culture of an organization is crucial for its well-being and success (Naranjo-Valencia, Jiménez-Jiménez, & Sanz-Valle, 2016). If the culture is weak and meager, it will affect the organization adversely, thus for preventing the doom or failure. The failure arises where the organizational set up is not up to the mark, and it's not leading towards achieving the aims and goals.

**References**

Bolman, L. G., & Deal, T. E. (2017). *Reframing organizations: Artistry, choice, and leadership*. John Wiley & Sons.

Naranjo-Valencia, J. C., Jiménez-Jiménez, D., & Sanz-Valle, R. (2016). Studying the links between organizational culture, innovation, and performance in Spanish companies. *Revista Latinoamericana de Psicología*, *48*(1), 30-41.