Influence of Culture in an Organization

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

**Influence of Culture in an Organization**

1.

 The culture of Netflix lies at the very heart of prioritizing people over process. The generous offerings to the employees as an expense policy and incentives as unlimited holidays. The corporation places the essential significance on the virtue of teamwork and refraining from discriminating against any employee(Books, Podcasts, Management, & America, n.d.). The core cultural values of Netflix are communication, integrity, innovation, judgment, selflessness and curiosity.

2.

 The cultural components which pave the way for innovation are the unique and transparent cultural values practiced in the organization. For instance, several reports have highlighted accountability and honesty as crucial issues for the company. Sunshining is the process which encourages employees to share flaws with others which is an explicit illustration to inculcate innovation.

3.

 The firing policy pursued by Netflix appears radical and abrupt. Employees can be forced to resign by terming them inappropriate for growing marketing trends and needs. It is a prominent cultural component impeding the advent of innovation as the employees may feel insecure despite efficiency(McCord, 2014). The other aspect highlights the policies advancing the promotion. An unsystematic policy ought to be changed and replaced with an organized stream of events and experience leading to promotion.

4.

 To strengthen the innovation culture, it is imperative to address the strategic issues which relate to decision making. Netflix ought to incorporate a tolerant policy for the failure and risks factors. It is the key to promulgate sustainable innovation. Since the culture is thriving, Netflix will have toadvance and establish a thorough sense of direction to supplement the progress and inculcate sustainable innovation.

5.

 Communicating the innovative plan to the employees is the key to ensure the success of the innovation plan. The tolerant policy for failure and risk should be communicated from bottom-up communication. However, the key is making adjustments to the innovation plan as per the response of the employees and the long-term impact of the decision on the outcomes of Netflix(Richardson, 2011). As a general rule of thumb, the communication channel must be broad, clear and productive.

6.

 The key to ensuring capacity building for innovative thinking is the availability of a diverse workforce that is passionate about accelerating the productivity of Netflix. Since Netflix shuns the instances involving discrimination, diversification can be utilized to open doorways to innovative ideas and solving the problem through creativity. Besides, it is essential to allocate resources specifically for innovation. Field officers, crowdsourcing and open-source database are some of the strategies beneficial to continue the growth of innovative thinking.

References

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