Your Name

Instructor Name

Course Number

Date

Title: The Corporate Culture Impact and Implications

Corporate culture can be defined as the set of beliefs and expectations in an organization that guides the behaviors and actions of people of that organization. Corporate culture shapes the organizational members, their decision making patterns, and is represented in many elements of the organization. A healthy corporate culture is characterized by cherishing employees and it is pivotal to enhance organizational performance. Talented candidates are always looking forward to working in an organization that makes one feel that they can truly bring their true self to the workplace. Since the employees are driven by a healthy culture of an organization, the article suggests promoting this healthy culture via video content to attract talent from the job market.

With the increase in popularity and effectiveness of the video content, it is now considered as one of the most celebrated marketing tools for countless purposes. Likewise, video content can also be used to attract talent by marketing the healthy corporate culture of an organization. It is similar to that of advertising jobs with the numerous benefits, allowances, and excellence employee can have at the workplace. The article under discussion has shared six different videos that reflect on the corporate culture of the company. Video is an effective way of providing an outlook to the candidates, how will it feel to be working at this company.

The videos in the article reflect on the values and the corporate culture of the companies. For instance, Zynga, the popular game's producers, demonstrate their learning culture. Employees who want to be empowered to keep growing themselves professionally and personally can be acquainted with the help of this video content. Likewise, Sunrun promotes the culture of diversity, teamwork, value, and support to employees via video content. Carbon Black corporate culture video shows that every employee has a voice and is empowered to share their valuable opinion, without any discrimination (6 Company Culture Videos to Inspire Your Recruiting Strategy).

One great strategy is to use transmedia storytelling - create a microsite that tells a story off the back of the video and interweave social media to engage virality. This is the technique that has been adopted for The Dark Knight Rises or some other Marvel Comics movie before it launched. As an online user, the video viewers are put in the shoes of a detective and the videos spun you a story and to continue to find out what happened you had to either subscribe to the channel or click to experience the story - on a microsite. Intel video shares the stories of employees who have been stick to the company for a longer period. Employees at Intel, are the creators of their own life at the company. Similarly, Smartsheet shared their customer-centered culture and Kalamazoo inspires candidates who want to make a move in medical products development.

Many recruiters are in doubt whether a video is suitable for attracting the right talent and whether it pays to advertise corporate culture via video. It can be absorbed from the article that the video-based content is easier to grasp, and provides entertainment apart from just company information. It takes the candidate to the world, what would life have been if they start working at this corporation. Since, video advertising is a great way of branding. In the same manner, it is a great way to promote the company’s culture to attract the right talent. Money is not the only motivation to become part of a company, the idea of a great workplace differs from a person. Sharing stories about company culture will engage the right people and can be a rewarding recruitment marketing strategy.

**Works Cited**

*6 Company Culture Videos to Inspire Your Recruiting Strategy*. 26 July 2019, https://www.themuse.com/advice/company-culture-videos-to-inspire-your-recruiting-strategy.