

Topic- Types of Culture -Strong and Weak Culture

Strong Culture - the culture of an organization is considered to be strong when the majority of people in the organization are liable to practice the same beliefs and values that are useful to the organization. In other words, in a strong culture organization, the employees respond very strongly to the values and pass it on successfully to the rest of people in a strong culture, the values are translated directly into every person's day-to-day lives for example, the military has a definite set of values and a very strong culture. Whether or not they agree with these values, norms etc, they are forced to incorporate these in their daily schedules very thoroughly and consistently, they are trained through external rules and regulations, as well as educated to absorb these elements internally.

For example, Toyota enjoys a strong culture where it is known as a work hard culture; similarly the bonding among the employees of Southwest Airlines is so deep that their culture is known as the closeness culture

Weak Culture - on the contrary, an organization becomes weak in culture when its employees are not ready to support the values and beliefs of the organization. People develop and start giving priority to their own norms, principles, values, beliefs and behavioural patterns. As a result, to control them, restrictions, strict rules and regulations and supervision are imposed. A weak culture is formed when there is little or no alignment with organizational values and control is exercised through extensive procedures and bureaucracy. In another sense, a culture becomes weak when self-interest gets promoted over organizational interest.

IBM, in the late 1980's turned out to be a weak cultured organization because they started focusing only on their internal goals, were overconfident about their strategies, and to manage people and to get the work done they became bureaucratic. Similarly Hindustan Motors had to stop their production because of some unethical practices like bribery, thefts, and transfer of advanced technology

On one hand, it is the strong culture that is successful. Types of Culture -Strong and Weak Culture. Strong Culture the culture of an organization is considered to be strong when the majority of people in the organization are able to practice same beliefs and values that are useful to the organization. In other words in a strong culture organization, the employees respond very strongly to the values and pass it on successfully to the rest of people. In a strong culture, the values are translated directly into every person's day-to-day lives. For example, the military has a definite set of values and a very strong culture. Whether or not they agree with these values,

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On one hand, it is the strong culture that is successful at translating their abstract beliefs into daily actions; weak cultures on the other hand are not able to implement their values effectively