

Role of Leadership in Building Organizational Culture

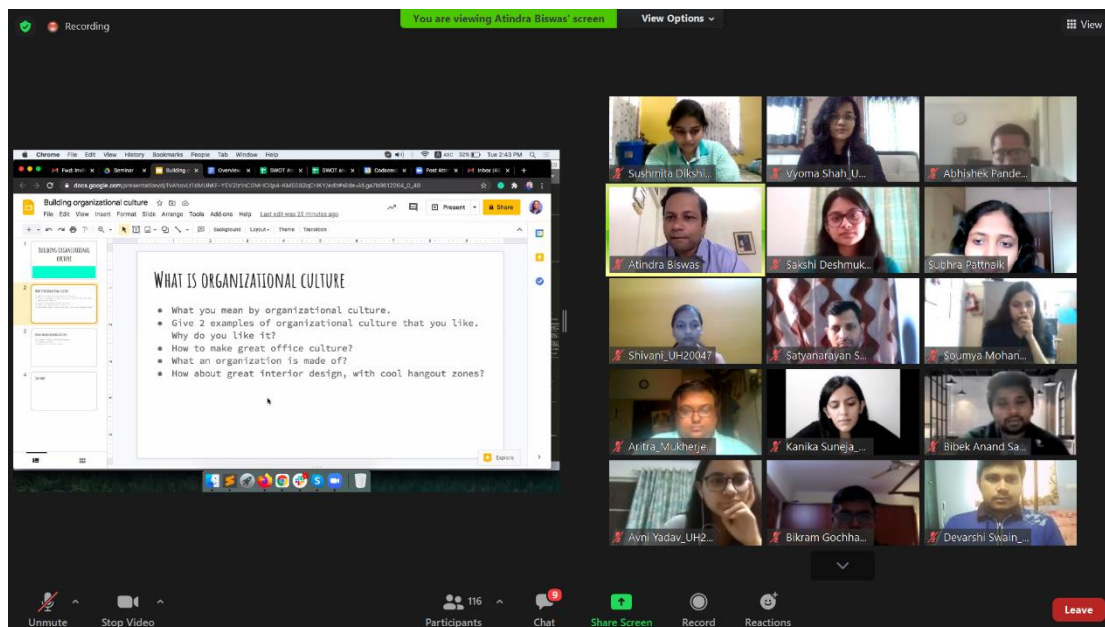
Speaker: Mr. Atindra Biswas, Director and Co-Founder, Codaemon LLC.

Date: 8th December, 2020

Theme: Role of Leadership in Building Organizational Culture

In this session the first-year students of School of Human Resource Management, Xavier University, Bhubaneswar, had a session with Mr. Atindra Biswas the founder of Codeamon on 8th December, 2020.

It was an enriching session where he enlightened us with how important is organization culture. It was a really interactive session where we were understood as to what do employees look for in a company.



Talk Summary

From the session we understood that we must value the people in our organization. Culture of an organization is not materialistic. We learned about a different kind of approach that start-ups have taken towards formulating their goals for a year. The approach is referred to as a bottom to top approach in the sense that the executives of the company decide what are their individual goals then taking those goals together a voting is done by all the team members so as to what should be the teams' goals. Then the further goals of the company are formulated leading to the formation of the mission, vision and core values of the company. This process helps in making the members of a team feel inclusive. The objectives of a team changes as per the workforce demographics.

There were several relevant questions asked by people like does the culture depend on the size of the organization? An HBR case study talked about the impact of having a sustainable green building on employee performance increase. Do you think this impact has some implications on organizational culture? Mr. Atindra answered these questions patiently by giving examples. Like in a company the CEO decided that all his employees should have the similar kind of chairs and that lead to the increase in productivity.

From this talk we also understood where shall we use the SWOT analysis at what level so that we can achieve our goal of aligning the goals of individuals to that of the company? We need to understand that teams would stick together and unless you make your employees feel that they belong to the company your company would not be able to retain its employees. It is necessary to also create a feeling of passion for the work they perform among the employees. This will increase the productivity and will help in retaining the talent. The kind of synergy that can be created by these two things i.e., Passion and Sense of Belonging is what is required to build successful organizations. The organizational culture is very important for the growth of the company.

Key Takeaways

- The approaches used by any organization are highly dependent on its size.
- It is of utmost importance to keep the employee objectives and organization objectives aligned.
- Goal orientation can be done either by top-down or bottom-up approach. The bottom-up approach is more inclusive and motivates employees for goal attainment.
- Organization Culture can make or break an organization.

Recording

Building organizational culture

WHAT IS ORGANIZATIONAL CULTURE

- What you mean by organizational culture.
- Give 2 examples of organizational culture that you like. Why do you like it?
- How to make great office culture?
- What an organization is made of?
- How about great interior design, with cool hangout zones?

Atindra Biswas

About Mr. Atindra...

Mr. Atindra Biswas is the Director and Co-founder of Codaemon LLC, an internationally recognized company, providing end-to-end e-commerce solutions to help boost sales of client companies. Mr. Biswas is an E-commerce and Digital Transformation expert specializing in creating captivating e-commerce stores, building and maintaining high-traffic B2C e-commerce environments, developing and implementing marketing strategies for e-commerce companies by opening sales channels like Amazon, Walmart, eBay etc. along with targeting and retargeting customers, and helping e-commerce companies visualize their design, analytics, and KPIs. He is a huge sport enthusiast. He used to be a state-level football player during his university days and is interested in any form of sports. He loves reading and is very fond of trying out different cuisines.

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