



● COMPANY EFFORT

Working culture an unfit state

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Feeling sluggish at work? It might not be that pie you ate for lunch – your company’s cultural fitness could be to blame.

University researchers have found businesses that don’t put effort into getting “culturally fit” could fall behind in productivity and practice.

The Queensland University of Technology study found businesses needed to develop workplace culture if they wanted to succeed and grow.

“We learned that culture is often neglected and one of the main reasons ... business transformation projects fail in practice,” QUT researcher Prof Jan Recker said.

“We advise organisations to learn how to understand to put

people back into the loop, make them responsible and passionate for improvement and innovation.”

Recker said many large organisations often failed to sweat the small stuff and could benefit from paying more attention to their internal culture.

She said companies that improved their “cultural fitness” saw a boost in productivity and were more willing and ready to cope with innovation and change.

The IT industry and big business were most at risk of falling behind because they relied on workers to adapt to industry and technological changes, Recker said.

As part of the study, researchers developed a “cultural assessment tool”, which is being used by businesses worldwide to assess their company culture and measure improvements.