

# The Four Culture Types

## 1. The Clan Culture (Collaborative)

A very pleasant place to work where people share a lot of personal information, much like an extended family. The leaders or heads of the organization are seen as mentors and perhaps even parent figures. The organization is held together by loyalty or tradition. Commitment is high. The organization emphasizes the long-term benefit of human resources development and attaches great importance to cohesion and morale. Success is defined in terms of sensitivity to customers and concern for people. The organization places a premium on teamwork, participation, and consensus.

**Leader Type:** facilitator, mentor, team builder.

**Value Drivers:** commitment, communication, development.

**Theory for Effectiveness:** human development and participation produce effectiveness.

**Quality Strategies:** empowerment, team building, employee involvement, Human Resource development, open communication.

## 2. The Adhocracy Culture (Create)

A dynamic, entrepreneurial, and creative place to work. People stick out their necks and take risks. The leaders are considered innovators and risk takers. The glue that holds the organization together is commitment to experimentation and innovation. The emphasis is on being on the leading edge. The organization's long term emphasis is on growth and acquiring new resources. Success means gaining unique and new products or services. Being a product or service leader is important. The organization encourages individual initiative and freedom.

**Leader Type:** innovator, entrepreneur, visionary.

**Value Drivers:** innovative outputs, transformation, agility.

**Theory for Effectiveness:** innovativeness, vision and new resources produce effectiveness.

**Quality Strategies:** surprise and delight, creating new standards, anticipating needs, continuous improvement, finding creative solutions.

## 3. The Market Culture (Compete)

A result-oriented organization whose major concern is getting the job done. People are competitive and goal-oriented. The leaders are hard drivers, producers, and competitors.

They are tough and demanding. The glue that holds the organization together is an emphasis on winning. Reputation and success are common concerns. The long-term focus is on competitive actions and achievement of measurable goals and targets. Success is defined in terms of market share and penetration. Competitive pricing and market leadership are important. The organizational style is hard-driving competitiveness.

**Leader Type:** hard driver, competitor, producer

**Value Drivers:** market share, goal achievement, profitability

**Theory for Effectiveness:** aggressive competition and customer focus produce effectiveness.

**Quality Strategies:** measuring customer preferences, improving productivity, creating external partnerships, enhancing competitiveness, involving customers and suppliers.

## 4. The Hierarchy Culture (Control)

A very formalized and structured place to work. Procedures govern what people do. The leaders pride themselves on being good coordinators and organizers who are efficiency-minded. Maintaining a smooth-running organization is most critical. Formal rules and policies hold the organization together. The long-term concern is stability and performance with efficient, smooth operations. Success is defined in terms of dependable delivery, smooth scheduling and low cost. The management of employees is concerned with secure employment and predictability.

**Leader Type:** coordinator, monitor, organizer.

**Value Drivers:** efficiency, punctuality, consistency and uniformity.

**Theory for Effectiveness:** control and efficiency with appropriate processes produce effectiveness.

**Quality Strategies:** error detection, measurement, process control, systematic problem solving, quality tools

## Organizational Culture Profile

### The Clan Culture

A very friendly place to work where people share a lot of themselves. It is like an extended family. The leaders, or head of the organization, are considered to be mentors and, maybe even, parent figures. The organization is held together by loyalty or tradition. Commitment is high. The organization emphasizes the long-term benefit of human resource development and attaches great importance to cohesion and morale. Success is defined in terms of sensitivity to customers and concern for people. The organization places a premium on teamwork, participation, and consensus.

### The Adhocracy Culture

A dynamic, entrepreneurial, and creative place to work. People stick their necks out and take risks. The leaders are considered to be innovators and risk takers. The glue that holds the organization together is commitment to experimentation and innovation. The emphasis is on being on the leading edge. The organization's long-term emphasis is on growth and acquiring new resources. Success means gaining unique and new products or services. Being a product or service leader is important. The organization encourages individual initiative and freedom.

### The Hierarchy Culture

A very formalized and structured place to work. Procedures govern what people do. The leaders pride themselves on being good coordinators and organizers, who are efficiency-minded. Maintaining a smooth-running organization is most critical. Formal rules and policies hold the organization together. The long-term concern is on stability and performance with efficient, smooth operations. Success is defined in terms of dependable delivery, smooth scheduling, and low cost. The management of employees is concerned with secure employment and predictability.

### The Market Culture

A results-oriented organization. The major concern is getting the job done. People are competitive and goal-oriented. The leaders are hard drivers, producers, and competitors. They are tough and demanding. The glue that holds the organization together is an emphasis on winning. Reputation and success are common concerns. The long-term focus is on competitive actions and achievement of measurable goals and targets. Success is defined in terms of market share and penetration. Competitive pricing and market leadership are important. The organizational style is hard-driving competitiveness.