

Creative organization theory



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Presented by:

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Key words:

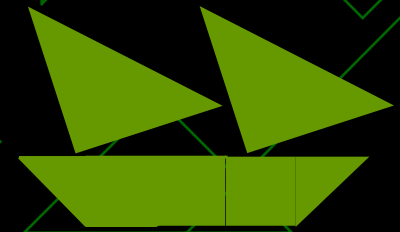
- ◆ Culture

- ◆ Transformational leadership

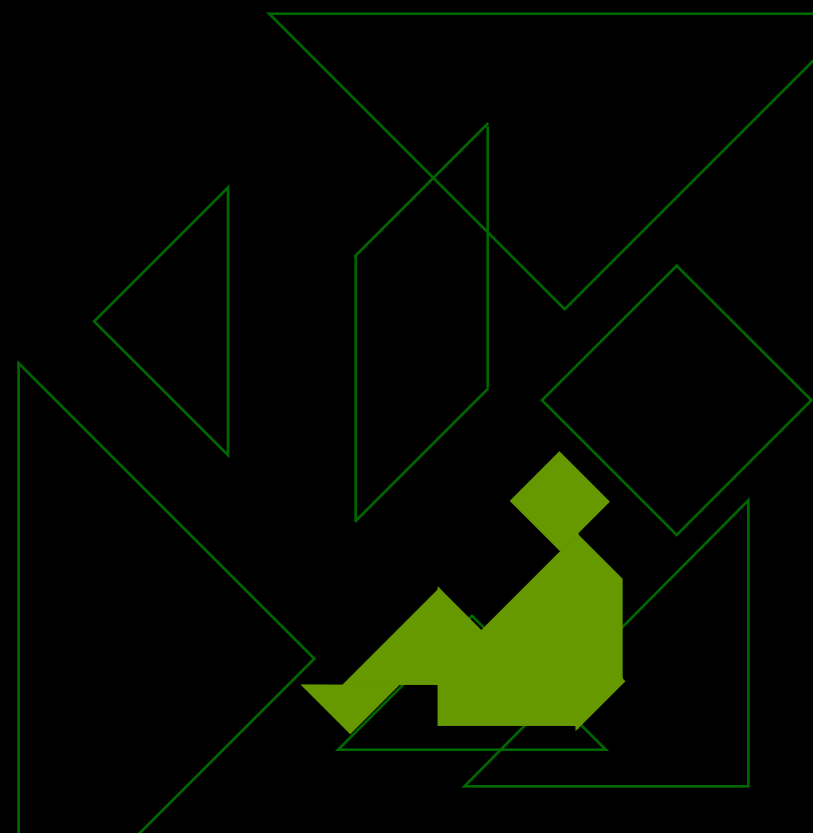
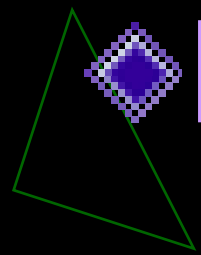




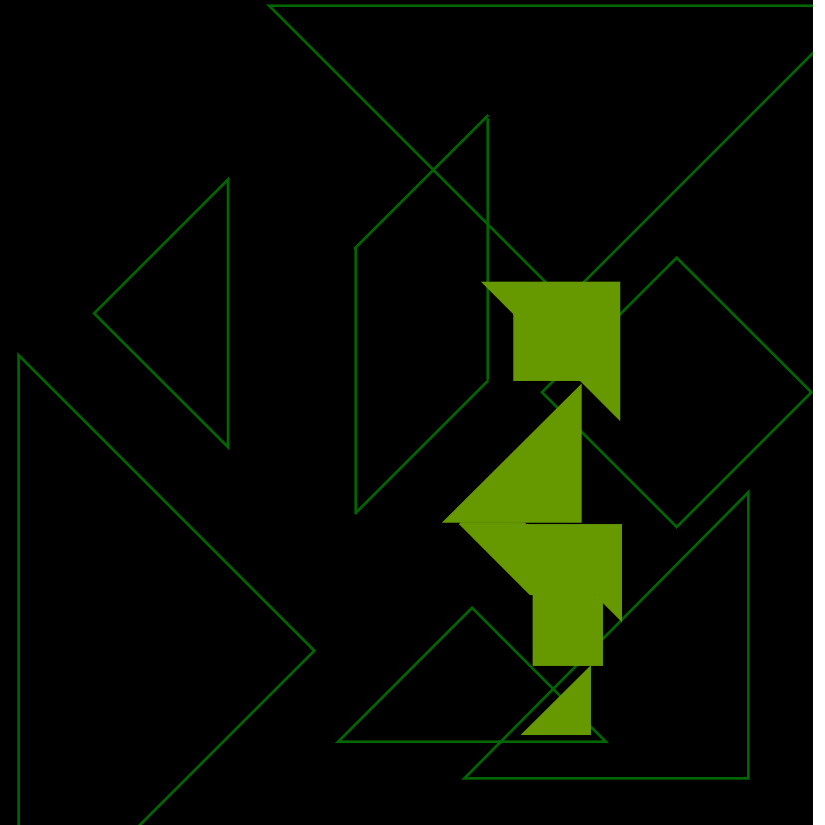
50. Culture: A complex and subtle language



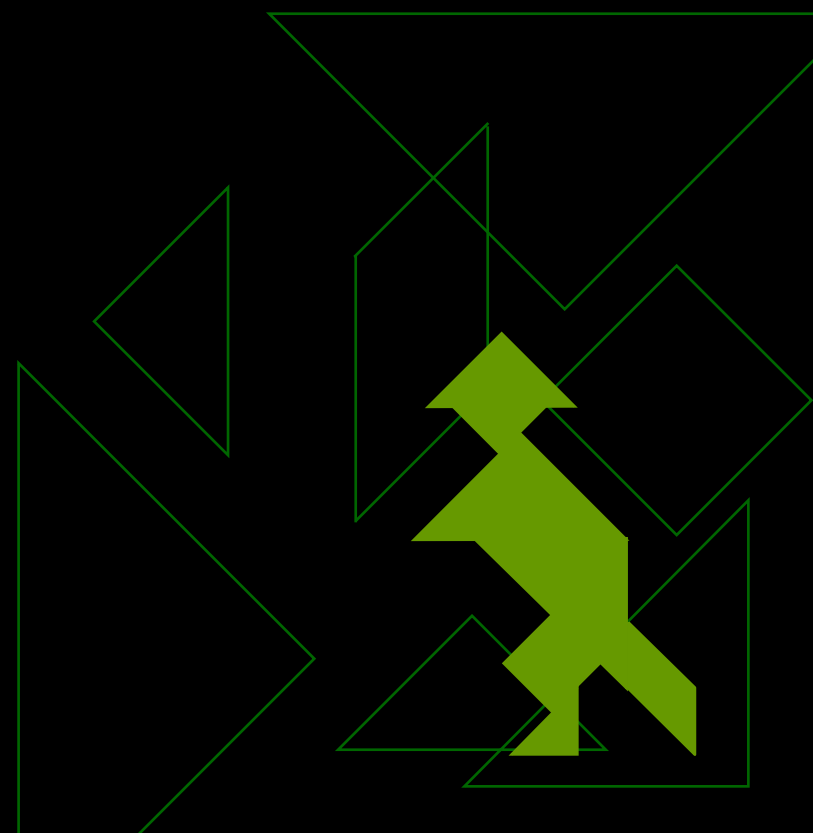
◆ Language of time



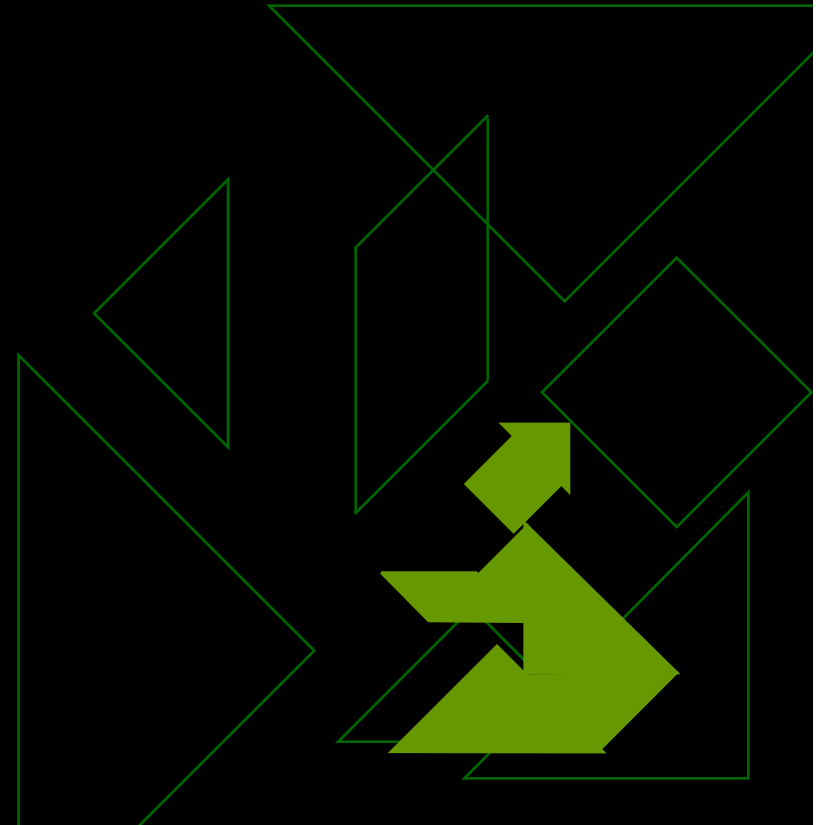
◆ Language of
space



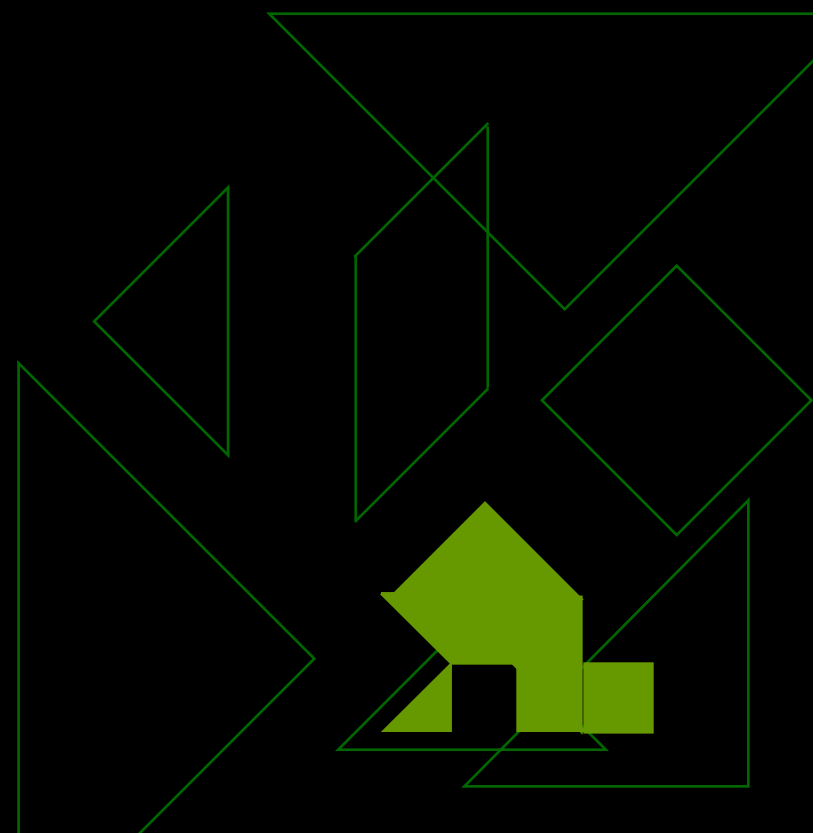
◆ Language of things



◆ Language of
friendship



◆ Language of
agreements

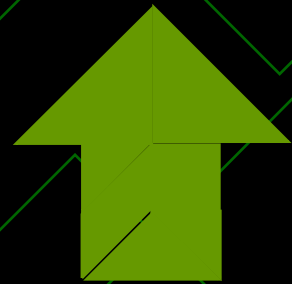


51. Corporate culture and core values

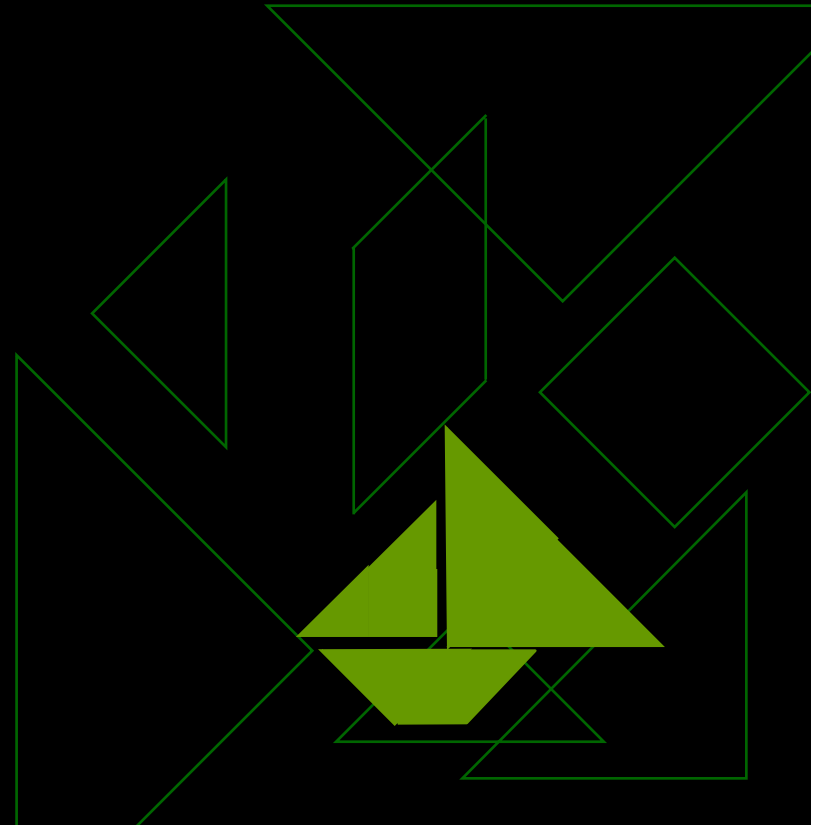
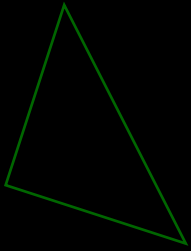


Culture:

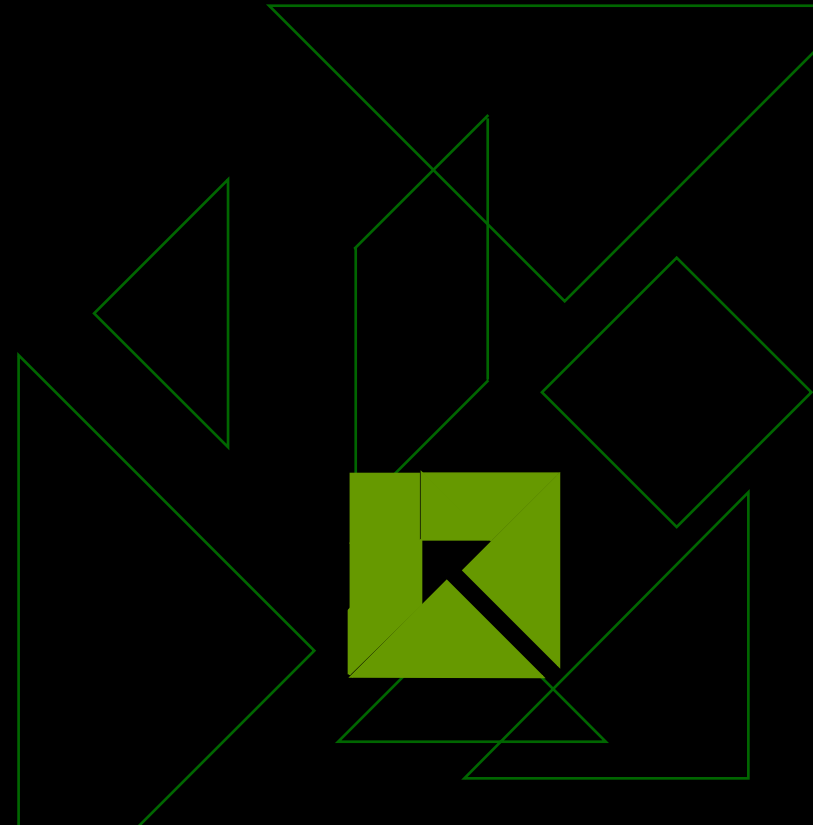
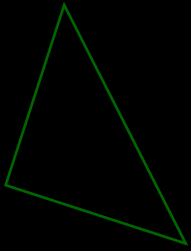
- An iceberg
- An onion
- An umbrella
- Sticky glue



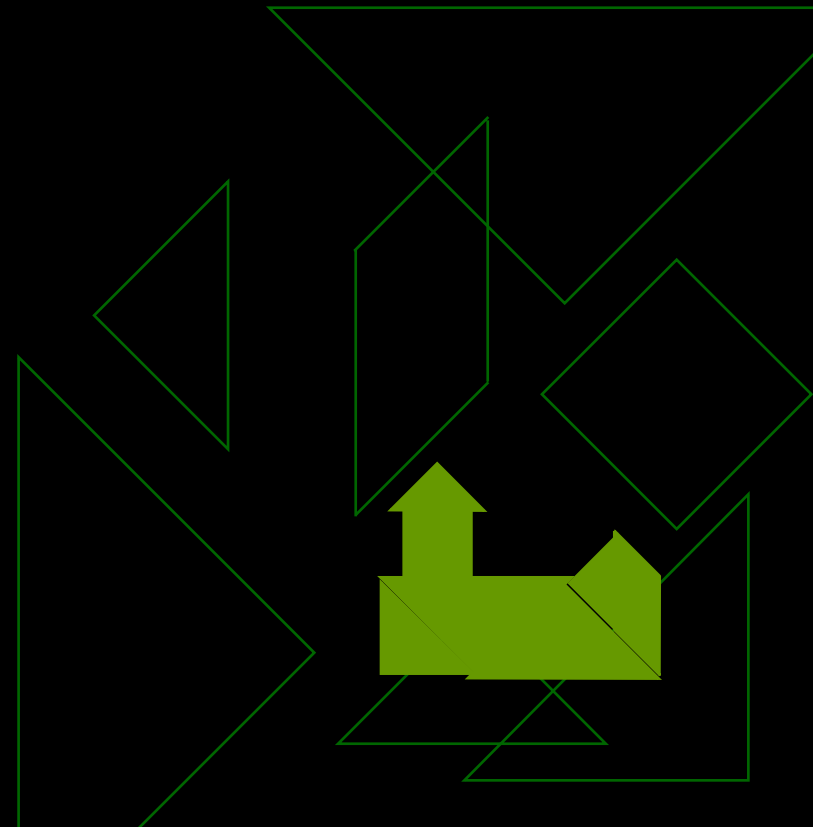
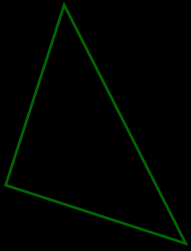
Culture as an iceberg



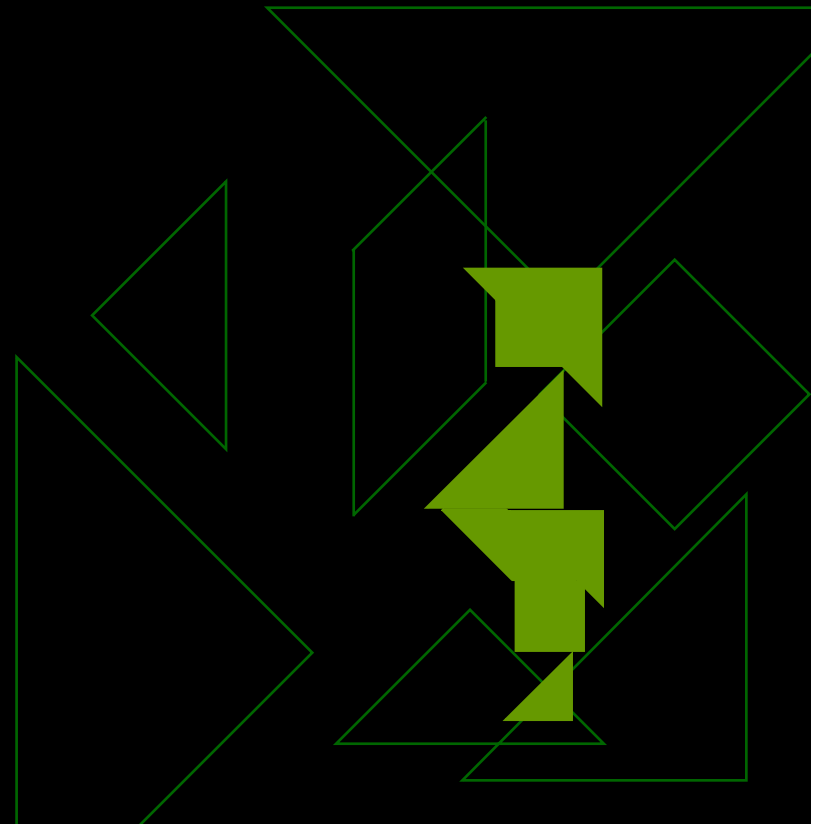
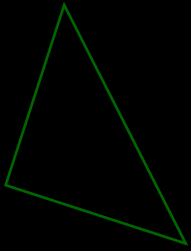
Culture as an onion



Culture as an umbrella

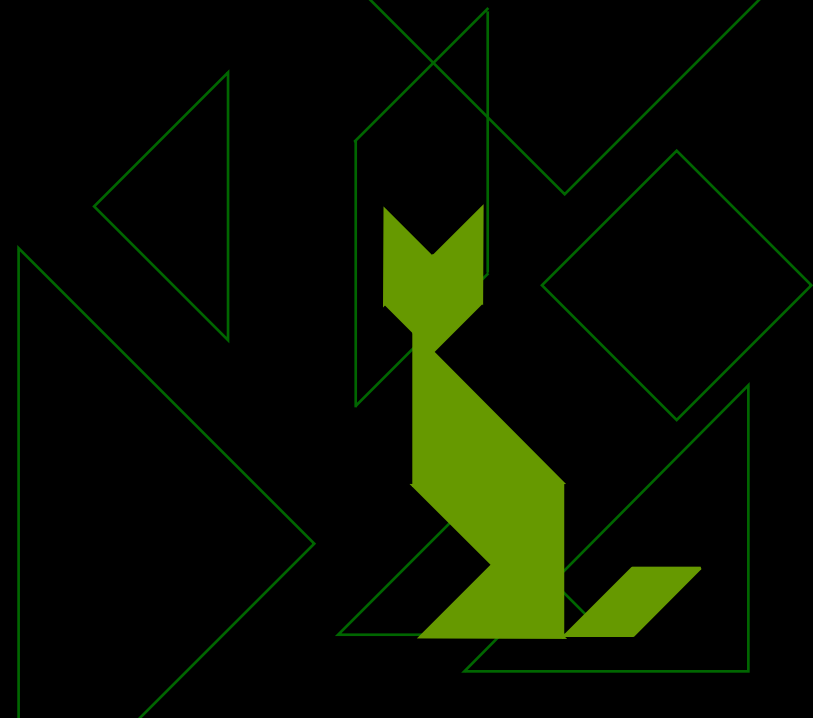


Culture as an sticky glue



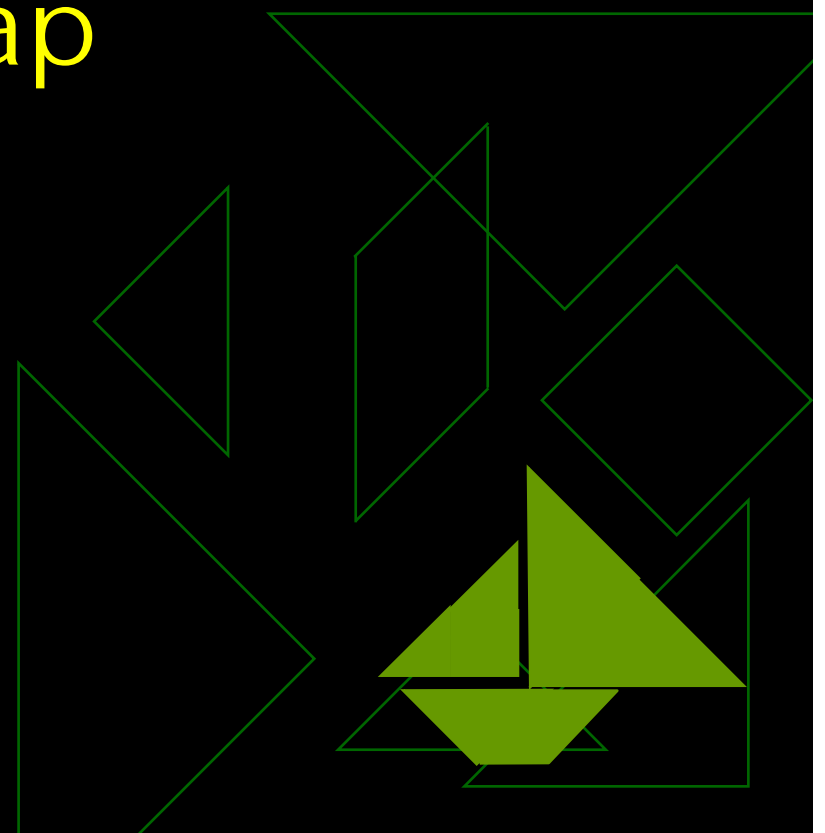
52. Corporate culture:

The role of stories



Why stories?

Stories as a map

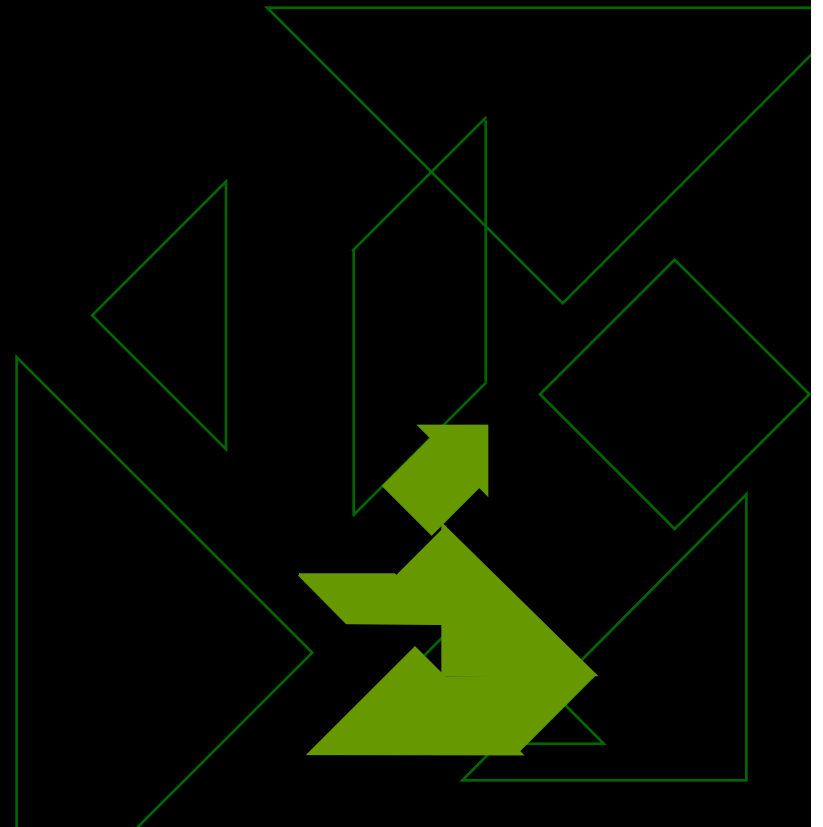


Symbolism:

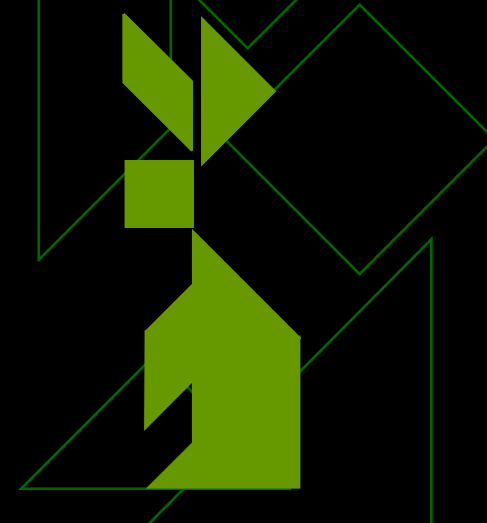
Stories **examples** not a
rule



Stories as script: learn us
how **behave**.

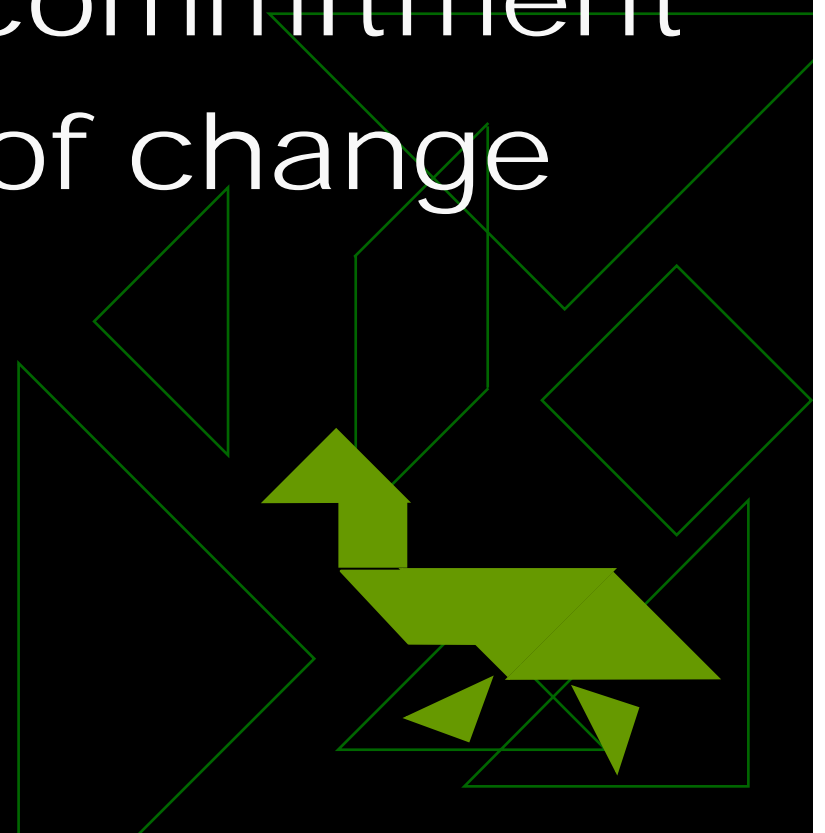


53. Transformational leadership

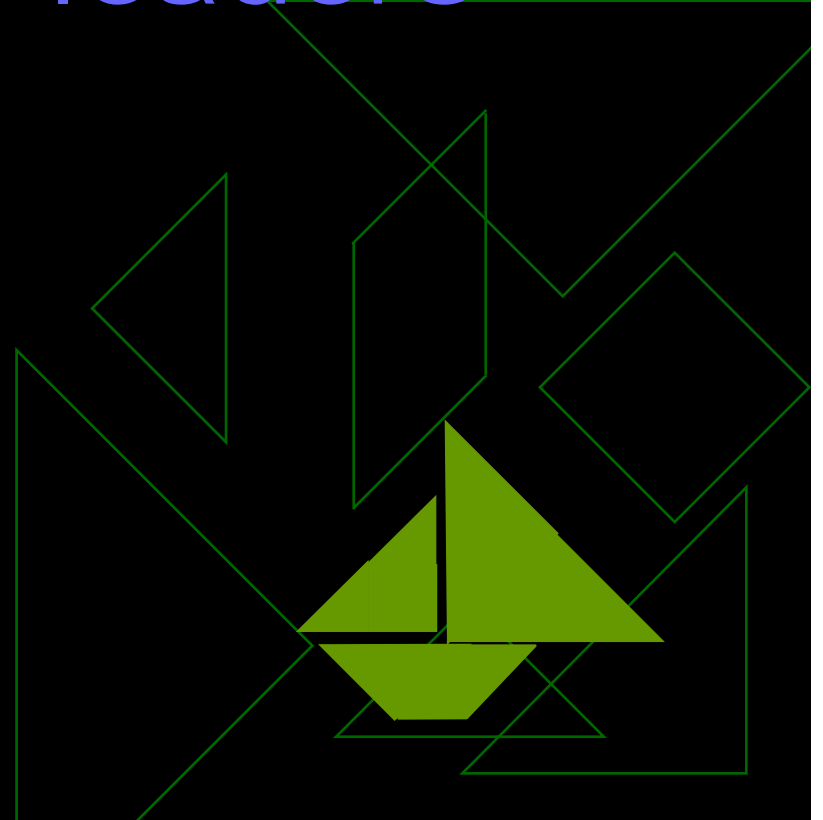


Programs of transformational leaders:

- ◆ Creation of a vision
- ◆ Mobilization of commitment
- ◆ Institutionalize of change



What qualities do
transformational leaders
possess?





54. The Tandem corporation:

A successful corporate culture?



The culture of Tandem produced its success:

- ◆ A widely shared philosophy
- ◆ The importance of people
- ◆ Heroes: the president and the product
- ◆ Ritual and ceremony



