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Google Inc. Organization Culture and Climate

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Google Inc. Organization Culture and Climate

⁵Google is a technology company that was founded ⁶in 1998 and is proficient in internet-related services as well as products such as the search engine, software together with online advertising technologies, and hardware. Google LLC is committed to organizing information and providing it to people anytime everywhere. The products developed and information organized to ensure they are useful to the people and improves their life. Google has worked a lot towards building their culture to enhance employee development and support for innovation (Tran, 2017). Therefore, the climate in the organization has been highly developed. Through managers not following employees a lot in their work has enabled them to work towards achieving the mission of the organization.

Organizational culture is a system of shared principles, standards, norms, and expectations that administers how employees behave in the organization (Joseph, 2015). Through a culture of the organization, employees can know how they should perform their work and the best way to approach an event when it happens through following the boundaries set and the guidelines stipulated by the organization. Moreover, the culture is always developed by the behavior of employees and other members of the organization; thus, it is tough to change it. The organization's culture of the firm creates a unique atmosphere for individuals who are involved in the organization. Google has developed its culture by incorporating every employee to focus on the innovation part and ensuring the company achieves its goals of providing services and products that solve people's problems and guarantees satisfaction.

The culture of togetherness in Google has pushed the company to continue being the leader in information technology and online advertising. The culture has also inspired employees to share relevant information in supporting innovation. Innovation is the critical aspect of Google

towards upholding the competitiveness against other companies such as Facebook and Microsoft. Employees can develop their competency by speaking about the organization's requirements connected to external forces generated by their competitors (Glisson, 2015). Besides, Google improves its culture keeping institutional measures such as offering training to their employees hence ensuring people understand what they do. Furthermore, the use of conventional methods, for instance, personalized guidance and organization support are also part of the culture development used.

Organizational climate is the unique atmosphere to a person participating in an organization's culture. Google has developed its organizational culture to enable improve the experience of its employees while working (Joseph, 2015). However, climate of a firm is subject to change and molded back by management of a company. Hence, Google has worked on its culture to promote the experience of employees by improving their performance. Creating a positive experience for the employees will increase their inspirations. Notably, Google's organizational climate is people-oriented because they make their employees have a sense of belonging, and they feel they are cared for about their well-being.

The company has fostered openness among its employees, which builds an experience of providing relevant information, among others. The climate will improve the sharing of information within Google employees. Openness is nurtured to allow the distribution of valuable knowledge that can help in innovation. Different employees have different thinking abilities, hence creating a diverse sharing of knowledge and thoughts, which will help Google company to come up with information that is helpful to progressing the company technology as well as online advertising. The company works towards satisfying its customers by providing useful techniques which work by solving people's problems. Therefore, people do have unique ideas,

and it is only through sharing that they will be able to get the best result that is diverse and satisfying.

Google Company uses the best method to hire their employees. The company believes in selecting the best and extraordinary individuals if they want to achieve extraordinary things. Use of technical questions that require general thinking is used; however, the matter of answering the question right is not always the fact, but the question of answering “I don’t know” makes them eliminated. The concept ensures that they have the smartest employees; hence all people employed by the company will have a common goal. Similarly, Google also uses a method of providing lunch lines to their employees to attract them. For instance, Google offers free meals and snacks to their employees.

According to Zulfan et al. (2020), Google also attracts their employees by use of paid time off for new mothers. It has been a culture for the company to provide a paid maternity leave plan for mothers of 12 weeks; however, the company realized that the rate of women leaving the company was higher than other people, this happened especially to women who are becoming new mothers. The company changed the period of the leave to five months to new mothers, which is accompanied with full pay and benefits. The leave time provided to them was distributed on the way a person feels like; for instance, one may prefer to start it a few days before expecting. The change in policy resulted in a reduction ⁵ in the number of women leaving the company by 50%. Another method used to attract employees is the warm greetings for new employees which makes them becomes appreciated and improves their productivity. Every time a new employee joins the company, they are greeted warmly and introduced to the team where they will be working together, which makes them more attracted to the company.

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