

BUILDING A WINNING ORGANIZATIONAL CULTURE – Event Report

Organizational culture is a key factor in sustainable profitability and unmatched long term performance for nearly all successful companies. It's a tried and tested fact that when an organization has a winning culture, it is reflected in it's people and their performance.

Elucidating on the above statements and taking an Evening Lecture Session on "Building a Winning Culture in Organizations", Mr Ramkumarr Seshu, Director and Author of the Born to Win Learning Solutions added that companies have started giving importance to organization culture, only in the recent decade or so, especially in India.

Starting off with his personal experience in the industry on why he analyzed the nuances of leadership and success, Mr Seshu said "I started seeing disturbing scenes in the rapid growth of Bombay Stock Market in the early 1990s. Capital was available easily and liberalization in 1991 added to the already boosting rate of growth. But in spite of all this, the mindset of the people at helm of these industries was stuck back in the 80s".

"In the rapid growth of the companies in 1990s and early 2000s, many of those organizations lacked the fore vision to build a culture. That's exactly the reason why most of the firms that were very well known during those period are extinct now", he added.

The second half of his session was more interactive in nature as compared to the first. Along with sharing a couple of real life examples from the Banking and Finance Sector, he showcased on a case study model basis the negative effects that have arised due to the failure of certain organizations not defining a well structured Organizational Culture. He strongly emphasized on the fact that – "For an organization, winning is about sustainable winning. It's not about winning at all costs. The interest of all the stake holders needs to be addressed if the venture is to see the daylight on a long term basis".

Recalling the example of Tata Nano, Mr Seshu pointed it out to be a perfect example of how to build a winning ecosystem. In that particular project by Tata, both the interests of Tata and the individual stake holders were addressed. Though the low point for Tata Nano was in its marketing, as a product it's still considered a victory.

Ending the session on a high note with a dynamic question and answer session, when asked about the practice of profit making by cutting costs, Mr Seshu responded – "Profit is not to be made by cost cutting. Rather, it is to be made by increasing the turnover. This provides in an optimum scenario where both the employee and the stake holders of the company are satisfied. Do not make long term mistakes by restricting your vision to short term."

The session concluded with the vote of thanks being delivered by Mr. Jibu Paul, Secretary, KMA.