

FOCUS ON SUCCESS BASED ON CORPORATE CULTURE AND STRATEGY

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Annotation:

This article argues the importance of integrating corporate culture and strategy in the success of an enterprise or firm.

Keywords: corporate culture, strategy, integration, technology, dynamic environment, individual, instinct, zone, innovation.

A common structure is an organization in which individuals with different backgrounds, educational skills, interests, and perceptions come together and use their skills to generate income. The success of an organization depends on the hard work of each employee. Each person should make the best contribution to their level to complete the tasks in the required time frame. Each organization has its own style of work, often referred to as its culture. The beliefs, policies, principles, ideologies of an organization constitute its culture. Organizational culture is the result of long-term interactions between employees. A person's behavior with their colleagues and outsiders shapes the culture. The management style of dealing with employees in a unique way also contributes to the organizational culture. Employees who work long hours in any particular organization tend to develop certain rules and follow certain policies based on their convenience and mutual understanding. Such policies and procedures that have been applied by employees for a long time to make the workplace a happier place shape the culture. Culture often gives employees a sense of direction in the workplace.¹

However, organizational culture can never be permanent. It will change over time. No one today sees the concept of corporate culture as a new concept. Because the essence of the content of this concept we have seen in ancient times in various forms, witnessed, and even participated as a subject. Corporate culture is a culture that is formed by the community with little name and leads to successful goals in

¹ <https://qvalon.com/blog/corporate-culture-tips-types-and-examples/>



relation to the strategy of the enterprise or organization. Each organization operates on the basis of a strategy. Strategy is the consistency of the goals and objectives of the enterprise or organization.² Corporate culture is not only an image of a company, but also an effective tool for strategic business development. Its formation is always associated with innovations aimed at achieving business goals, thus increasing competitiveness. In December 2004, the Association of Managers focused on identifying priorities for the development of the managerial profession in 2004. organizes seminars. Its results show that one of the most important positions is to implement the theme of corporate culture as part of strategic management. Today, however, it is a little different. While recognizing its importance, corporate culture is often perceived as a means of shaping an organization's external image and not to increase the efficiency of business processes and company development.

In the concept of "classic", corporate culture is a tool for the strategic development of a company by encouraging innovation and change. Corporate culture is present in any company - from the present to the end of the organization - regardless of whether a special service is created to work with it. Competent management of corporate culture has a positive impact on the company's business. What is the impact of corporate culture on organizational performance? The purpose of doing a certain job is to achieve its effectiveness. Efficiency requires compliance with the culture, strategy, environment (external environment), technology (internal environment) of the organization. The organization's market-based, more appropriate strategy in a dynamic environment is based on individual initiative, risk, high and robust integration, normal and transparent understanding of conflicts, and large-scale U. how the company operates at the macro and microcosm levels. covers the accumulated set of knowledge and tactics distributed throughout the organization, representing a system of approved beliefs with knowledge.³ -correct) assumptions and norms of behavior. To extend this, a value-based organizational culture can be defined as an organizational culture in which

² A.V.Kvakko "Market corporate culture" pages 12-16

³ <https://qvalon.com/blog/corporate-culture-tips-types-and-examples/>



pioneering models model behaviors based on values that give life to the recognized values of the companies they lead. Changing organizational culture in this way is as simple (and complex!) As demonstrating behavior to demonstrate commitment to desired values. These companies use their organizational culture to establish a clear, well-established set of operational values that help shape decision-making, inform about actions, and shape a sense of community in society, even to external stakeholders. accepts and lives as a method of lish.⁴ with whom the organization cooperates. Employees can find a fit between an organization's beliefs and a system of personal values, adapt to that culture, and work together to create a cohesive and motivated workforce. It is also additionally expedient due to the relative organizational stability they have created. Because it is based on and defined by a set of known values, it is rarely a reason to study revolutionary changes in organizational culture - no company can re-adjust its value system to see if it is less "honest". can't decide what he wants. very "innovative", e.g. However, these types of organizations have the flexibility to manage internal and external changes to adapt to changes in strategy, competition, or the economy. They also enjoy the added benefit of being more sustainable over time, as their productivity and output depend on values rather than conditions. By harmonizing values, employees 'strengthened responsibilities create a lasting partnership.⁵

This begs the question, "So why doesn't everyone adopt a value-based organizational culture? and we have to agree — certainly the most acceptable standard in our eyes! That is, like everything else in business, achieving an optimal standard cannot be achieved without its fair efforts and commitments.it means a culture based on communication. The culture of the organization ensures responsible control and strives to minimize risks and conflicts. A strong culture ensures consistency in employee behavior. Through a corporate culture, employees know what flow to move in. The order and consistency of the predetermined

⁴ Boris Groyberg, Jeremiah Lee,jesse Price , J.Yojud Cheng the leaders guide to corporate culture 34 ,36 pages

⁵ https://en.wikipedia.org/wiki/Japanese_management_culture



activities in the organization are formed through high formalization or legal documents. However, through a strong culture, it is possible to achieve the same result in any of the above strategic directions - without a single document or law. Moreover, a strong corporate culture can be more effective than any formal management⁶ It can be seen that the effectiveness of an organization's activities increases along with its strategy as well as its strong culture. The concept of shaping a company culture based on a shared commitment to values is not a concept that has existed in business for a very long time. While the idea of creating such a company culture has taken root in more basic conversations in recent years, you need to go back decades before the idea of building an organization based on a common and cohabiting concept. the belief system seemed soft and ineffective. However, as the benefits of shaping a value-based organizational culture became clear through the precedent, more and more companies began to follow in the footsteps of those thought leaders who first adopted VBOC, making it one of the most important of this organizational model brought. respected in the business world today.⁷

Organizations such as Netflix, Microsoft, JP Morgan Chase and Adidas, and many other companies have benefited from a value-based organizational culture, and as a result have gained a reputation as great places to work alongside financial and operational success. . Before exploring all the reasons for striving for a value-based organizational culture, it is worth first opening up the VBOC language to allow businesses to better understand the reasons, methods, and benefits that this powerful approach offers. our present and future environments, where norms are increasingly complex and rapidly changing. Let's start by exploring the term "organizational culture" first. As we will see in our blog post, the organizational culture goes far beyond the concept of how an organization does business. Instead, it is more appropriate to think of organizational culture as something that influences

⁶<http://nihon-go.ru/yaponskiy-menedzhment-osobennosti-yaponskoy-korporativnoy-kulturyi/>

⁷ Liz Ryan "how important is corporate culture? It's everything" 8,9 pages



how problems are solved (and how opportunities and learning are perceived) in a company context.⁸

Strategy and culture are one of the key tools in the endless pursuit of top executives to maintain the vitality and effectiveness of an organization. The strategy is based on formal logics that lead the company to its goals. Corporate culture, on the other hand, is based on influencing the community through values or traditions that have survived to the present day, or newly formed, that promote collective formation. The strategy requires clarity for teamwork and decision-making, and is based on a set of plans to engage people. A set of plans is created by identifying the strengths and weaknesses of environmental monitoring. This process goes hand in hand with the formation of a leadership strategy, and many leaders rely on clear foundations. However, I can't say that culture is formed on the basis of a criterion that makes it harder. Because much of it is related to unspoken behaviors, ways of thinking, social patterns. Through any form, strategy and culture are inextricably linked.⁹ Many leaders and founders often mobilize new cultures and incorporate few of the values and traditions that have been preserved over the years. In some cases, over time, the leader of the organization can shape the culture through conscious and unconscious actions. Of course, sometimes it can lead to unexpected consequences. Today, the best leaders are aware of the many corporate culture models that have resulted, and with their team, they skillfully minimize and adapt whenever they feel the need to change and change. Unfortunately, many leaders shape their strategy of action without being tied to environmental culture, and as a result see collective culture as a barrier to strategy. It is the strategy that must first reflect the values of the company and the values of the individuals, and this, as we understand it, is a big part of the corporate culture. For example, let's take the activity of an enterprise, the enterprise has chosen a

⁸ Organizational Culture and Leadership by [Edgar H. Schein](#) page 334, 350.

⁹ Change the Culture, Change the Game: The Breakthrough Strategy for Energizing Your Organization and Creating Accountability for Results
by [Roger Connors](#) page 39, 77



strategy of growth in the market through active behavior. This, of course, creates team growth, not individual growth, and leads to an upward trend for all employees, the formation of internal competition, and the fact that these behaviors are directly organized and led by the leader. Because the dismissal of irresponsible employees and the prevention of protests depend on the strategy of the leader, the culture of the leader. The role of corporate culture in the success of any company is determined by the tasks assigned to it. These functions include:

Maintaining balance in the indoor environment;

Motivation for action;

Rehabilitation;

Training of newcomers; and etc.¹⁰

It is natural for everyone to feel a little alienated when they first enter a new environment. But time affects us and we accept the situations around us as our own. If a company's corporate culture is not formed or spread among employees, inefficiencies at work may increase as a result of imbalances between individual cultures. As a result, the company loses its mobility and affects the relevance of corporate culture. The assimilation or depletion of a new culture should begin at the top. This is due to the fact that the introduction of a new culture in areas where the lower reaches make up a large part of the population has caused a lot of protests, and as a result, in some cases, the opposite result was observed. It took a lot of work and time to start this process from the bottom up. The impact of corporate culture depends on the activities of the leader because the culture can be managed. Increasing its usefulness and minimizing risks is an important step in determining exactly how a leader works¹¹. Because a well-established corporate culture helps to build an organization that thrives even in the most difficult times. Culture can direct the thoughts and actions of group members in the long run. In an enterprise or firm where a collective culture is formed, the scope of democratic relations and new views will be wide. On the one hand, I am in favor of accepting corporate culture as a distinctive feature of an enterprise or firm. Because people are attracted

¹⁰ https://www.researchgate.net/publication/314098349_The_strategy_of_corporate_culture

¹¹ Liz Ryan "how important is corporate culture? It's everything" 44,49 pages



to organizations with fewer characteristics, and also choose organizations that are more appropriate. A unique aspect of culture is that people recognize it as an instinct and act effectively to respond to it. Any business or organization should know the work environment as a zone where corporate culture is formed.

The reason is that in a work environment, people help each other, cooperation and hospitality are the key to the formation of exemplary communication. The rise of an enterprise where employees are united is clear, and loyalty unites employees. Leaders, on the other hand, emphasize sincerity, teamwork, and positive relationships. The work environment is a place full of generous opportunities where people strive to do good for the world's long-term and bright future. The work environment is an inventive and open-minded place, where people awaken new ideas, alternative options are organized. Through culture, employees are combined with interest, and leaders evoke interest by instilling an emphasis on innovation, knowledge, and experience in the team. It is necessary to create a work environment and a culture in it so that people understand that they are doing something that makes them happy and increase their tendency to do it. Are leaders striving to shape a culture of uniqueness? , it is also necessary to pay some attention to humor and encouragement. The reason is that employees come together through relationships in the process of playfulness and motivation. Having read many articles and researches on this topic, I realized that many enterprises, organizations, firms that have formed a unique culture have reached exemplary levels through mutual care, and I realized that achieving a culture of power often means gaining the advantages of this culture and living with its shortcomings. . In this case, will the cooperation hinder individual development? the question arises. On the contrary, a culture that emphasizes care and order encourages a work environment where teamwork, trust and respect are respected. When culture is combined with strategy and leadership, it produces strong positive results.¹²

Culture is a powerful differentiating and powerful weapon. An enterprise or organization that wants to attract less customers will use the less powerful weapon and demonstrate its uniqueness. As a collective culture unites people, it can accelerate the integration of a new culture design based on complementary

¹²A.V.Kvakko "Market corporate culture" pages 34-46



strengths in the merger and create more value over time. Does corporate culture only lead to development? This question cannot be answered with a resounding yes, because there are some enterprises whose development is hampered by a culture that is ingrained in the environment and incompatible with the community. It follows that corporate culture can only lead to positive results if it is consensus-based, open-minded and goal-oriented.

What should we do to inculcate a new culture that is unique and appropriate to us? Starting a team on a new path and forming a new perspective is definitely awful for an organization in 1 try, but that doesn't mean it's impossible. Of course, the importance of the leader is high. The leader must first gather the leaders who support this evolution around conducting trainings that will help his employees feel comfortable in the cultural evolution. The fact that the changes are being discussed in a general and open manner reflects his reaction to the community. Connect the culture to the goal-oriented scope of the leaders, and select leaders who are relevant to the target culture, support and develop them. If any company's systems, structures, and processes are coordinated and support a culture of aspiration, it will be much easier to encourage and minimize new cultural styles and behaviors. A strong culture instills in employees a sense of love and enjoyment of work. Top leaders discuss the strengths of their little culture and what to do to set successful goals. To improve the culture of the organization, it is first necessary to determine what kind of culture exists in the community. It can then be adapted and linked to an aspiring target culture. Today, leadership with culture is a solid bridge that maintains and leads to collective superiority. Mutual trust in employees can be gained through the formation of a specific culture.¹³

It is through your culture that you can gain more popularity and those around you will recognize that your culture is unique. If it seemed easier and easier to define a company's mandatory culture and expect employees to follow the

¹³ **Learn Corporate Culture And Boost Your Career: Inside advice on corporate life and office politics**
by [Clive Verrall](#) page 22,34.



organizational hierarchy, you would be right - but that doesn't work in today's environment anymore. A value-based approach to shaping an organizational culture is not for the average person - it requires consistency, effort (like any meaningful endeavor), and dedication to fulfilling your commitment to staying interested in your existing culture. , Know exactly which element of culture you want to change, be an example, and engage your team in moving forward. There's a reason people are passionate about building value-based organizations - and that rewards, results, and all that makes the effort so rewarding. Corporate culture is like a management lever. Because goal orientation depends on how the leader holds the handle. What does goal-orientation of corporate culture give us? First of all, we need to get rid of the old views that are blocked, restrictions on unnecessary rules and, most importantly, a favorable environment for discussion and hanging. On the basis of my personal opinion, I would say that a new culture should be formed so that there is no shortage of telling the truth, let us get used to hearing what is true, not what we want to hear. Thus, corporate culture is a social model that is increasingly resistant to change and external influences and is becoming less and less stable.

