

the SUNDAY TIMES

EMPLOYMENT TIMES

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

The Culture Audit: Building the Successful Company Culture

A company's culture can help ensure the success of its business objectives. However, company culture is about more than having free Coca Cola in the fridge and allowing employees to take their dogs to the office. Culture is how employees describe where they work, understand the business, and see themselves as part of the organization. Building a strong company culture will not itself guarantee business success, but culture is a key determinant in

attracting talent--and it is that talent that carries a company forward.

A "culture audit" can help assess the culture that currently exists in a company. It also offers insights into the means to strengthen it. This process is more commonly referred to as an "employee survey," - it helps companies learn what *raison d'être* keeps employees at the company.

An effective corporate culture audit describes the overall working

environment, identifies the unwritten "norms" and rules governing employee interactions and workplace practices, determines possible barriers to effective work practices and communication, and makes recommendations for addressing identified problems. Not only will it help retain top performers, it provides a blueprint of what attributes to look for in applicants.

Sample questions might be:

■ Are you being compensated fair-

ly?

■ Are your benefits comparable to those of the company's competitors?

■ Does the company value your work?

■ Are you getting the training you need?

■ Does open communication exist in the company?

■ Do you feel challenged?

■ Do your values match those of the company?

You might notice that a culture

audit asks questions typically

asked during an exit interview!

Why wait to ask these important questions after the company has already lost its investment in an employee. Audits uncover potential friction points as well as

sources of synergy, and generate possibilities for internal process

improvements within the organization. By uncovering trouble

spots in advance, the audit encourages fun and creative ways for

improving the already-existing cul-

ture.

Such creativity can be as boundless. Growth oriented companies are notorious for coming up with notably unusual ways to improve the work environment--off-site retreats, impromptu recognition programmes, and the creative use of office space are all examples of how companies implement creative ideas to build their culture. These are just a few of the ideas often generated from the insights gleaned in a culture audit.

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APIIT-Sri Lanka is a leading ISO certified higher education institute set up in partnership with APIIT-Malaysia and Staffordshire University, UK, with links to a wide range of reputable universities in the UK and Australia. APIIT-Sri Lanka offers internal British degree programmes in ICT / Computing, Business Management and Law.

We are looking for dynamic, high calibre individuals to take us through the next phase of our development to be a Leading Higher Education Institute in the Asia Pacific Region and help reshape the higher education industry in Sri Lanka.

Manager – Marketing

Role

- Provide leadership to the marketing team
- Proactively initiate and direct market research
- Develop and implement a comprehensive marketing strategy
- Ensure that the education services on offer are in line with customer / industry needs
- Design and execute marketing / promotional activities nationally and in the region

Person Profile

- Degree and / or professional qualification in Marketing / Management; an MBA would be a definite advantage.
- 10 years of Marketing experience in the service industry
- Energetic and outgoing personality with excellent PR skills
- Excellent communication skills – both written and oral
- A proven track record of achievement

Manager – Student Support Services

Role

- Develop and implement a student support service policy for the entire organization
- Coordinate across departments to maintain a student caring and supportive atmosphere
- Manage counselling, mentoring and personal tutoring arrangements to guide students through the learning experience
- Organise career advice and job / industrial placement services
- Create networking opportunities for alumni and students

Person Profile

- Degree and / or professional qualification in Marketing / Counselling / Psychology
- 3 years working experience in customer service
- Excellent PR / communication skills, listening skills, problem solving skills and customer relationship skills

Successful candidates can look forward to an attractive remuneration package commensurate with qualifications and experience.

Please send a detailed CV and contact details of two non-related referees to reach the Manager – Human Resources on or before 19th July 2010.

Executive – Market Research

Role

- Plan, organise and conduct market research
- Analyse and competently present market research data
- Contribute to strategic planning activities

Person Profile

- Degree in Marketing / Business Management / Statistics / Education or a related discipline
- Experience in research preferably related to higher education
- Computer literate and knowledgeable in statistical packages / methods
- Well-organised with excellent analytical and communication skills

Management Trainees – Marketing

Role

- Assist the Marketing Manager to implement innovative marketing strategies
- Undertake marketing / promotional activities including student recruitment
- Opportunity to acquire the skills, competencies and confidence to succeed in a complex business environment

Person Profile

- Degree in Marketing / Business Management or related discipline
- Good communication skills – both written and oral
- An outgoing personality with excellent public relations skills



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