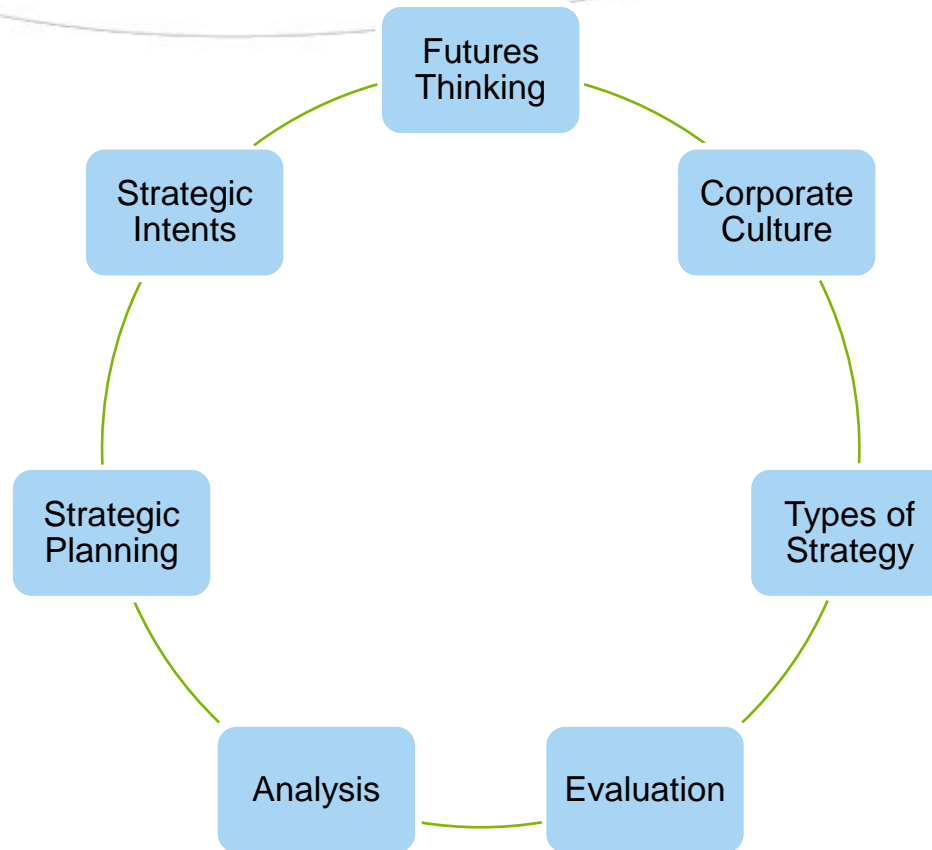
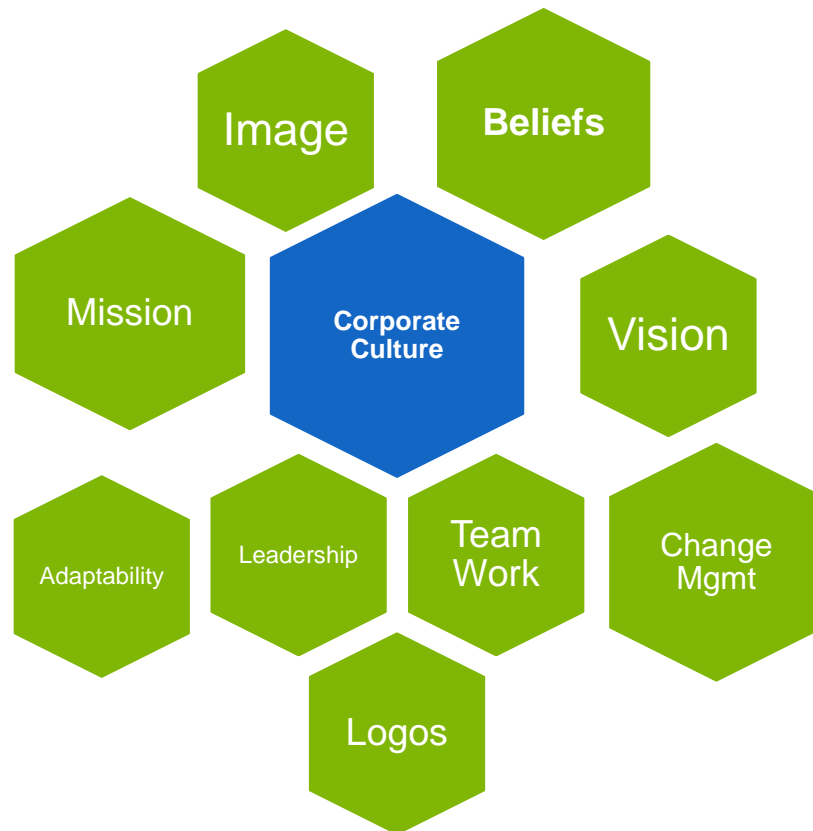


# Business Strategy



# Corporate Culture



# Corporate Culture

The beliefs and values shared by people who work at Infratech

- How people behave with each other
- How people behave with customers/clients
- How people view their relationship with stakeholders
- People's attitudes to work ethic, personal values, community involvement, etc.
- How the organisation behaves to its employees – training, professional development, etc.

# Corporate Culture

## May be driven by:

**Vision** – where the organisation wants to go in the future

**Mission Statement** – summary of the beliefs of the organisation and where it is now

# Corporate Culture

## **May be reflected in:**

Attitude and behavior of the leadership

Attitude to the role of individuals in the workplace – open plan offices, team based working, etc.

Logo of the organisation

The image it presents to the outside world

Its attitude to change

# Strategic Planning

