



Employee Consensus Helps Change Corporate Culture Successfully

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ABSTRACTS

Employee consensus is an important factor in successfully changing corporate culture. When employees agree with the goals and values of the business, they will support and actively participate in the change process. This can be achieved through building an open work environment where communication and feedback are highly valued. Employees also need training and support to understand the new goals and values of the business. The right leadership is also indispensable, as strong and transparent leadership helps create trust and motivate employees to participate in the change process. Finally, creating opportunities for employees to express their opinions and participate in decisions also plays an important part in creating consensus and promoting corporate culture change.

Keywords: *Corporate culture, business.*

1. Ask a problem

In the volatile and competitive business world, corporate culture is not only an identity, but also a driving force for development and innovation. Changing corporate culture is not only a process of restructuring values and thinking, but also a journey of finding consensus and commitment from employees - the people who create real value for every organization. position.

The topic "Changing corporate culture - consensus from employees" was chosen not only because of its urgency in the current context, but also because of the lack of extensive research on how to implement the process. this effectively. The goal of the research is to summarize valuable lessons learned, analyze ways to receive consensus from employees, and thereby propose appropriate strategies for businesses in the process of reshaping culture. your transformation.

2. The key role of employee consensus in changing corporate culture

Corporate culture is not only a set of values and standards, but also the soul of the organization, expressed through the beliefs, behaviors, ways of perception and thinking methods of each individual. Consensus from employees in changing corporate culture is an important factor that determines the success of the change process and long-term development of the organization.

When employees get on board and support new initiatives, they not only implement changes more effectively, but they also help spread a spirit of innovation and commitment to the overall goals of the organization. Consensus creates a united working environment, where everyone works towards common goals and supports each other, thereby improving business performance.

According to Business Insider research, satisfied employees can increase productivity by up to 12%, while unhappy ones are 10% less productive. This shows that consensus not only creates a positive working environment but is also a driving force for creativity and innovation. An appropriate corporate culture helps employees feel their work is meaningful and rewarding, thereby promoting loyalty and retaining talented employees.

To achieve consensus, leaders need to continuously evaluate and update internal culture to match the current context and development strategy of the business. This change process requires the participation of everyone in the organization, from management to individual employees, through effective communication, empowering and encouraging participation, and providing support and necessary encouragement.

Consensus from employees not only helps change corporate culture go smoothly but also creates a solid foundation for the long-term development of the organization. This is a key factor in building a strong, flexible corporate culture that truly reflects the core values of the organization, towards a bright and prosperous future. This is the journey not only of an individual but of the entire organization, towards a bright and prosperous future. This is the journey not only of an individual but of the entire organization, towards a bright and prosperous future..

3. Factors affecting employee consent

Consensus from employees plays a key role in successfully changing corporate culture. However, achieving this consensus not only depends on leadership commitment but is also influenced by many different factors.

Firstly, employee awareness and attitude: The level of understanding and attitude of employees towards corporate culture change is an important factor. If employees are aware of the benefits and goals of the change, they will be more likely to buy in and participate actively. Therefore, leaders need to focus on clearly explaining the reasons and goals for change, while also addressing employee concerns.

Second, effective communication: Clear and transparent communication about the reasons and goals of the change is necessary for employees to understand and accept the change. Two-way communication, where employees can give opinions and feedback, also contributes to consensus. Internal communication channels such as email, intranet, press conferences, etc. should be used effectively to convey information and stimulate discussion.

Third, engagement and empowerment: Encourage employees to participate in the change process and empower them to contribute ideas and solutions. When employees feel they have a voice in the change process, they will feel more responsible and willing to support the change. Focus groups, opinion surveys, or discussion sessions can be established to gather employee opinions.

Fourth, support and encouragement: Provide training and development for employees to adapt to the new culture, while rewarding and recognizing their contributions. This support not only helps employees adapt but also increases loyalty and commitment to the organization. Appropriate training programs should be designed to help employees develop the skills needed for the new culture.

Ultimately, by understanding and managing the factors that influence employee buy-in, leaders can create a positive work environment and promote long-term organizational growth.

4. Strategy to promote consensus from employees in changing corporate culture

To foster buy-in from employees in the process of changing corporate culture, leaders need to deploy a series of specific strategies and actions. These solutions not only help employees understand and accept change, but also encourage them to become active advocates for the process.

First, share the Vision: Vision plays a key role in promoting effective change in the business. When employees understand the common goals and see the benefits of change for themselves and the company, they will be more motivated and committed to participating in the transformation process. By sharing the Vision effectively, businesses can build consensus, inspire enthusiasm and motivate employees to participate in the change process. This makes an important contribution to promoting effective change and achieving the strategic goals of the business.

Second, tell a Story: Stories are a powerful messaging tool and can play an important role in driving effective change within a business. When used creatively, stories can evoke emotions, inspire and create consensus among employees about the importance of change. By using creative methods and communicating messages effectively, businesses can build consensus, inspire enthusiasm, and motivate employees to engage in the change process. This makes an important contribution to promoting effective change and achieving the strategic goals of the business.

Third, Create Participation: To drive effective change in a business, it is important to create employee participation in the decision-making process and gather feedback from them. When employees feel heard and have a voice in the change process, they are more likely to support and participate actively. By creating effective engagement, businesses can build consensus, inspire enthusiasm and motivate employees to participate in the change process. This makes an important contribution to promoting effective change and achieving the strategic goals of the business.

Fourth, Providing Training Programs: Training plays an essential role in building and maintaining the desired corporate culture. Effectively designed training programs will provide employees with the skills and mindset needed to demonstrate the company's core values most effectively. Designing and implementing an effective training program requires an investment of time and resources. However, the benefits gained from building a strong corporate culture will far outweigh the initial investment costs. By providing the right training programs, businesses can create a positive, productive and engaged work environment that contributes to long-term success.

When these strategies are applied consistently and with leadership support, they can help employees not only accept but also become strong advocates for corporate culture change. This not only helps the change process go smoothly, but also creates a strong, flexible corporate culture that truly reflects the core values of the organization. This is a journey not only of an individual but of the entire organization, where each person has their own role and value in building and maintaining corporate culture.

5. Lesson Learned from Employee Ownership of "Corporate Culture"

Employee ownership of corporate culture is a significant aspect that can greatly influence the success and dynamics of a business. When employees feel a sense of ownership over the company's culture, they tend to be more engaged, motivated, and aligned with its values and goals.

One key lesson learned from this phenomenon is the importance of fostering a culture of transparency and inclusivity. By involving employees in decision-making processes and encouraging open communication channels, businesses can empower their workforce to contribute ideas, voice concerns, and take ownership of their roles within the organization. This not only cultivates a strong sense of belonging but also enhances overall productivity and innovation.

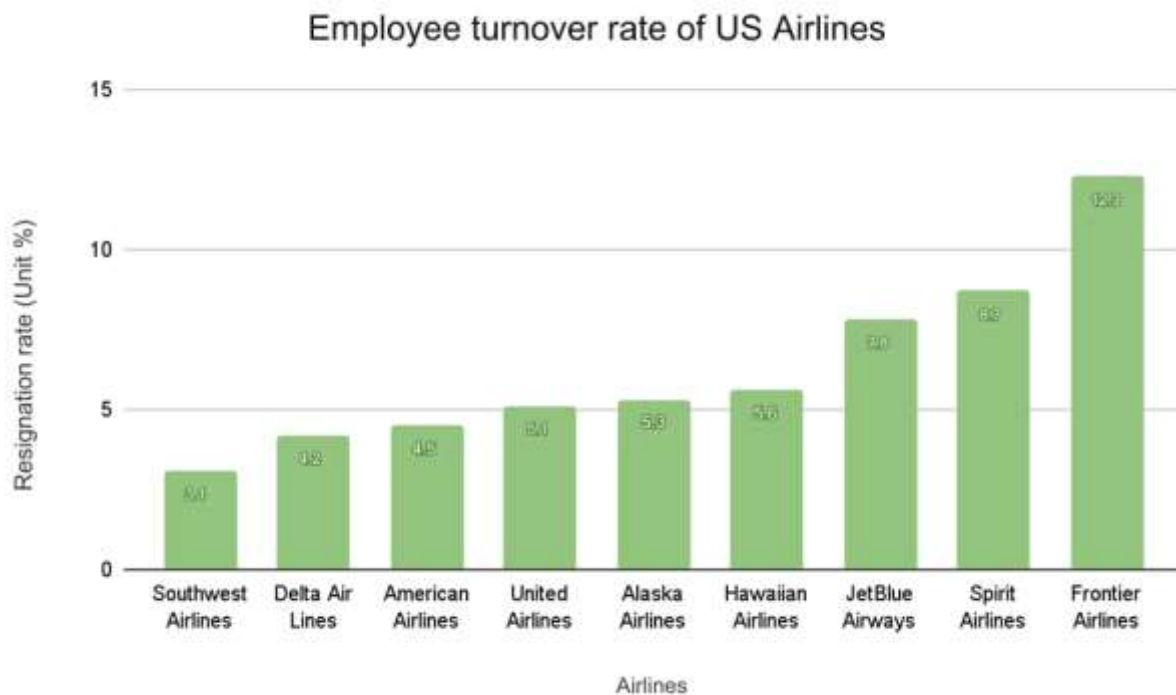
Furthermore, providing opportunities for continuous learning and development is crucial. Investing in employee training and skill enhancement programs not only equips them with the necessary tools to excel in their roles but also demonstrates the company's commitment to their growth and well-being. This fosters a culture of continuous improvement and adaptability, which is essential for staying competitive in today's rapidly evolving business landscape.

Additionally, effective leadership plays a pivotal role in nurturing employee ownership of corporate culture. Leaders who lead by example, demonstrate integrity, and actively engage with their teams foster trust and loyalty among employees. By embodying the values and principles of the company, leaders can inspire others to do the same, thereby reinforcing the desired culture throughout the organization.

In conclusion, the lesson learned from employee ownership of corporate culture underscores the importance of transparency, inclusivity, continuous learning, and effective leadership. By prioritizing these elements, businesses can cultivate a positive and empowering work environment where employees are motivated to contribute their best efforts towards achieving common goals and driving organizational success.

Response and Improvement Action: Southwest Airlines has recognized that employee engagement is a key component of culture, promoting ownership and responsibility. To reflect this in its working practices, the company empowers employees to manage their own work, places value on collaborative working and invests in employee development. Southwest Airlines has implemented many improvement actions, including: enhancing employee capabilities, improving technology systems, encouraging feedback, increasing transparency and creating a positive work environment.

Results and Lessons: Thanks to these efforts, the company has achieved positive results. Customer satisfaction increased by 20% after being severely reduced by the incident. Most importantly, the employee retention rate has continuously increased and reached 93%, higher than the industry average. According to a report by Airline Weekly, Southwest Airlines has the highest employee retention rate in the US airline industry, with a turnover rate of only 3.1% of working-age employees in 2022. Honored as "Best Place to Work" by Fortune in 2024.



Although Southwest had the right strategies, positive changes, and was able to recover from this incident, it will certainly become a case study in the role employees play in organizational culture. role in growing any business. The lesson learned is that employee engagement must go hand in hand with cultural elements related to a clear strategic direction, a compelling vision and effective goals and objectives.

Through this analysis, it can be seen that maintaining and developing corporate culture is a continuous process, requiring participation and consensus from everyone in the organization. It is important to have consistency in work processes and adaptability to translate the requirements of the business environment into concrete actions. Southwest Airlines has learned that employee engagement and treating them well is the foundation for success, but it also takes consistency and adaptability to maintain and grow its corporate culture. in a sustainable way.

6. Conclusion

It can be affirmed that: Employee consensus is the leading decisive factor in the success of the corporate culture change process. Only when employees clearly understand the value and benefits of change can they actively participate and effectively support the process. Creating consensus from employees

requires the efforts of the entire management system, from the board of directors to each individual in the organization. The strategies proposed in the report such as sharing vision, telling stories, creating participation, training employees... if applied scientifically and methodically, will contribute to creating consensus. Comprehensive agreement among all employees.

In fact, as the case of Southwest Airlines has shown, even though it has built a strong corporate culture, businesses still face the risk of losing employee consensus if they lack adaptation. with the times and left many serious consequences. This emphasizes the importance of continuously maintaining employee buy-in through updating strategies, improving work processes, and responding promptly to changing environmental needs.

In short, building and developing corporate culture is a continuous process, requiring the unanimous participation of all employees. Only when there is unanimous support from within can a business build a solid foundation to overcome the challenges of the times and develop sustainably in the future.

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