

**THE IMPACT OF CORPORATE CULTURE ON TEAM BUILDING**

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JD PU named after A. Kadiri, teacher

**Abstract:** This article substantiates the importance of integrating corporate culture and strategy in the success of enterprises or firms. The article states that corporate culture is a culture formed by a team, and that it leads to successful goals in relation to the strategy of an enterprise or organization, how employees should move through corporate culture, how to dismiss irresponsible employees, and how to prevent discontent depend on the leadership strategy, leadership culture, The influence of corporate culture on the performance of the leader is well documented.

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

**Annotation:** In this article, the importance of the integration of corporate culture and strategy in the success of enterprises or firms is justified. In the article, corporate culture is a culture that is formed with a team and leads to successful goals in connection with the strategy of an enterprise or organization, how employees should move through corporate culture, and how to prevent irresponsible employees from being fired and dissatisfaction. strategy, leader's culture, influence of corporate culture on leader's activity is explained.

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The concept of corporate culture is not considered a new concept today. Because we have long seen, witnessed, and even participated in the essence of this concept in various forms. Corporate culture is a culture that is formed by a team in its name and leads to successful goals in connection with the strategy of an enterprise or organization. Each organization conducts its activities based on a strategy. Strategy is what ensures the consistency and thoroughness of the goals and objectives of an enterprise or organization.<sup>1</sup>

What is the impact of corporate culture on organizational performance? The goal of doing a certain job is to achieve its effectiveness. Effectiveness requires the alignment of an organization's culture, strategy, environment (external environment), and technology (internal environment).<sup>2</sup>

Many leaders and founders often set new cultures in motion, incorporating values and traditions that have been preserved over the years. <sup>3</sup>In some cases, over time, the leader of the organization can shape the culture through conscious and unconscious actions. Of course, sometimes this can

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<sup>1</sup>AVKvachko "Corporate Culture of the Market" pp. 12-16

<sup>2</sup>Boris Groysberg, Jeremiah Lee, Jesse Price, J. Yojud Cheng "the leader's guide to corporate culture" 23, 28 pages

<sup>3</sup>Boris Groysberg, Jeremiah Lee, Jesse Price, J. Yojud Cheng "the leader's guide to corporate culture" 34,36 pages

lead to unexpected consequences. The role of corporate culture in the success of any company is determined by the tasks assigned to it. These tasks include:

- Maintaining balance in the internal environment;
- Creating motivation for action;
- Self-regeneration;
- Training new employees; and so on<sup>4</sup>

It is natural for everyone to feel like a stranger when they first enter a new environment. But time affects us and we perceive the surrounding situations as if they were our own. If the corporate culture of the company is not formed or has not been spread among employees, inefficiencies in work can increase as a result of the imbalance between individual cultures. As a result, the company loses its mobility and the relevance of the corporate culture is affected. The process of instilling or adopting a new culture must begin at the top. The reason is that in places where the lower ranks constitute a large part, the implementation of a new culture has caused many dissatisfactions and, as a result, in some cases the opposite of the expected result has been observed. Starting this process from the bottom took a lot of work and time.

The impact of corporate culture depends on the activities of the leader, because culture can be managed. <sup>5</sup>Increasing its profitability and minimizing risks is an important step in determining how the leader works. Because a properly established corporate culture helps to build an organization that will flourish even in the most difficult times.

Culture can guide the thoughts and actions of group members over the long term. A company or firm with a strong team culture is more likely to have democratic relationships and a wider range of new ideas.<sup>6</sup>

Culture is a powerful differentiator and a powerful weapon. A company or organization that wants to attract customers will use its powerful weapon and demonstrate its uniqueness. As a team culture brings people together, designing a new culture based on complementary strengths in the coming together can accelerate integration and create more value over time.<sup>7</sup>

Link culture to purpose and scope to leaders, and select, support, and develop leaders who fit the culture. If any company's systems, structures, and processes are aligned to support a culture of aspiration and strategy, it becomes much easier to encourage and adopt new cultural styles and behaviors. <sup>8</sup>A strong culture inspires employees to love and enjoy their work. Top leaders discuss the strengths of their culture and what needs to be done to set successful goals.

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<sup>4</sup>Liz Ryan "how important is corporate culture? It's everything" 8.9 pages

<sup>5</sup>AVKvachko "Corporate Culture of the Market" pp. 23-30

<sup>6</sup>Boris Groysberg, Jeremiah Lee, Jesse Price, J. Yojud Cheng "the leader's guide to corporate culture" 34 36 pages

<sup>7</sup>Anthony Giddens "Sociology" Tashkent 2002 pp. 76-78

<sup>8</sup>Toshiyuki Sawai & Yoshinori Hirai "corporate governance code revisions set to drive Japan's ESG and sustainability push" 2021 July 23 page

Corporate culture is like a steering wheel, because direction depends on how the leader holds the wheel.

What does goal-oriented corporate culture give us? First of all, it is the removal of old views that have blocked us, restrictions on unnecessary rules, and most importantly, a favorable environment for discussion and growth. Based on my personal opinion, I can say that a new culture should be formed in such a way that there is no shortage of telling the truth, let's get used to hearing not what we want to hear, but what is right, what is true. Thus, corporate culture is a social model that is increasingly resistant to change and external influences, and is self-reinforcing.

**References:**

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