

Abstract

This study explores the notion of Organizational Culture and its link to high performance of employees. It engages in proving how a good established culture in a company can have a positive effect on the employees and their performance, therefore making it competitive and profitable. It uses examples of companies as Southwest Airline, Zappos, ABN AMRO and Heineken Slovakia to show different approaches to cultures and either their success or fall. As well as a survey has been conducted to see the opinions of regular employees on company culture and its influences and how it affects not only them but the company too. This paper's goal is to bring a deeper inside to the readers about how company culture represents an important part in an organization and prove its effectiveness on the prosperity of a business as it is a still misunderstood and undepreciated concept in the eyes of a majority corporations and leaders.