UNIFYING COMPANY CULTURE

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**Overview of Global Company**

Founded in 1919 by Conrad Hilton, Hilton Worldwide Holdings Inc. is a global hospitality company that owns and manages resorts and hotels. The company operates through two segments, including Management and Franchise and Ownership. It operates a portfolio of eleven world-class brands, and as of 2014, its portfolio consisted of approximately 694,000 rooms (Fortune, 2021). The company represents a total market share of 4.5%. Hilton continues to build its innovation legacy through the development of services and products that meet the expectations of worldwide travelers at approximately 550 hotels across 6 continents. Hilton is the forward-looking, stylish international leader in the hospitality sector with employees who shape experiences to ensure guests feel respected, valued, and cared for.

**Overview of Domestic Company**

Neon Lights Inc. is a hotel management company that was formed in 2003. It specializes in the hospitality sector through offering high-quality experiences. Its fundamental goal is to be known as a corporation managing fine hotels, resort clubs, and resorts anywhere it is located. Neon Lights Inc. generates properties of lasting value through the utilization of superior finishes and designs. Doing so permits the organization to fulfill the tastes and preferences of its clients, maintaining its position as a premiere luxury hospitality company. Neon Lights Inc. has experienced a growth rate of 6% annually, and the projected trend is upscale.

**Steps to Take to Unify Company Culture**

1. Create a company DNA. Rationale: After the merger, it is crucial to formulate values that are actionable, meaningful, and upheld. The company values will be more effective when every employee participates in creating them. By actively engaging the team members, the organization will be guided by a set of shared values that are deeply integrated and provide a vision for the organization’s purpose.
2. Define behavior that encompasses values. Rationale: After the establishment of the values, the next step is defining what behaviors and beliefs encompass those fundamental values (Bowen, 2018). This aids in ensuring that the company culture can be shaped tangibly and directly.
3. Host team-building activities. Rationale: Team-building activities such as bowling outings and scavenger hunts are highly effective in building employee connections. Planning quarterly events enables the employees to learn about each other in a fun and relaxed atmosphere. This improves communication in the workplace, creating a unified culture.
4. Cross-train the team. Rationale: According to Bowen (2018), cross-training the employees enables them to know each other as well as the work that goes into every position. With time, bonds will be formed among the employees irrespective of their fundamental positions in the organization. Making cross-training an interactive and fun learning experience will encourage a favorable and unified company culture.
5. Improve communication channels: Rationale: To achieve a unified and productive culture after the merger, communication must be optimal. One effective method for attaining this goal is implementing an open-door policy as excessive hierarchy causes delays, reducing efficiency.
6. Use common work language. Rationale: Employees from both organizations may have different work-related phrases and words to describe what they do. This may cause alienation between the two teams. After the merger, therefore, creating a shared work language will bring the different groups together, building new relationships and forming a positive and unified company culture.
7. Have the teams teach each other. Rationale: Having regular company workshops is an effective way of enabling the employees to reveal their day-to-day work and the business challenges they encounter (Bowen, 2018). Employees discussing their projects or accomplishments will demonstrate the business value they bring into the organization, which leads to more appreciation and encourages the employees to work together towards realizing the company’s goals.
8. Ensure lessons learned are transferred throughout the organization. Rationale: After the merger, it is crucial to adopt a unified approach to working and exchanging ideas. This will encourage the implementation of effective strategies and reduce recurring problems.

**References**

Bowen, M. (2018). Unifying vision, brands and culture in complex company mergers: nThrive. Journal of Brand Strategy, 7(3), 206-213.

Fortune. (2021, May 27). Hilton worldwide holdings company profile. <https://fortune.com/company/hilton-worldwide-holdings/>