

# SIEMENS

## Creating a high performance culture

### Introduction



### Organisational culture and values

The culture of an organisation is the typical way of doing things in the organisation. It particularly relates to behaviour patterns and relationships.

The culture of an organisation develops over time. It is created by the people that work for the organisation – its managers and workforce. What the organisation stands for (its values) and the dreams that it seeks to turn into reality (its vision) are fundamental in creating a dynamic culture.

*A 'high performance culture' exists when everyone in the organisation shares the same vision and where they trust and value each other's contribution.*

This case study looks at how the Siemens organisation is built on a high performance culture. This is shared by everyone from the most senior executive to the newest trainee.

### Background to Siemens

Siemens AG is a global electrical and electronics business with a turnover of nearly £60 billion. The company employs just under half a million people around the world. It is based in Munich, Germany. In the UK, Siemens has its headquarters in Bracknell, Berkshire and has around 100 sites across the UK employing 20,000 people.

Siemens' products affect our lives in many ways. We can toast bread in a Siemens toaster powered by electricity generated and distributed by Siemens. Traffic lights are made by Siemens and people in hospitals have life-saving MRI scans using Siemens advanced medical imaging technology.

The illustration shows Siemens' main business areas:

Siemens					
Information & communications	Automation & control	Power	Medical	Transport	Other
e.g. providing	e.g. baggage	e.g. wind	e.g. MRI	e.g. trains	e.g. lighting;