

Course 07:
**The role of HRD (HRM) in
organizational of culture / corporate culture**

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Lectures for first-year Master's students in Business Management.

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The role of HR in organizational culture

- Human Resource Department -HRD or Human resource Managers -HRM can play a critical role in creating and sustaining a healthy company culture.

Here are some areas where HR input can be game-changing for the organization and its employees:

- **1. Define your company culture** HR plays a pivotal role in shaping and clearly articulating the company's mission, vision, and values.
→ **Do this:** Collaborate with leadership to craft meaningful, resonant statements. Conduct workshops to ensure these values are relevant and embraced across all levels.
- **2. Measure the existing culture** Regular assessments of the organizational culture let you understand its strengths and weaknesses.
→ **Do this:** Use surveys and feedback tools to gauge employee sentiment and alignment with the company values. Analyze turnover rate [turnover rates](#) and employee engagement scores.

The role of HR in organizational culture –**follow-up**

- **3. Hire for cultural fit** Ensure new hires align with the company's cultural values.
→ **Do this:** Incorporate cultural fit into recruitment criteria. Use behavioral interview techniques to assess candidates' alignment with organizational values. means that during job interviews, you ask **specific questions about past experiences and behaviors** to understand whether a candidate's attitudes, decisions, and actions **match the organization's core values** (e.g., integrity, teamwork, innovation, accountability).
- **4. Implement programs that build company culture** Create and manage programs that reinforce the desired culture.
- → **Do this:** Develop comprehensive onboarding programs that introduce new hires to the company culture. Implement recognition programs that reward behaviors aligned with company values.

The role of HR in organizational culture –**follow-up**

- **5. Support diversity and inclusion**
- Build a culture that embraces diversity and inclusion.
→ **Do this:** Implement [diversity training](#) programs. Create diverse hiring panels to ensure a broad range of perspectives in the recruitment process.
- **HR tip: Go beyond the numbers.** Ask open-ended survey questions to get insights into employee sentiments and cultural dynamics. This can be especially powerful in pinpointing the root causes of cultural toxicity.
- **6. Assist with adapting the culture**
- Facilitate culture adaptation during organizational changes like mergers or rapid growth.
→ **Do this:** Provide training and support to help employees navigate changes. Establish clear communication channels to keep staff informed and engaged during transitions.

The role of HR in organizational culture –**follow-up**

- **7. Support internal communication**
- Enhance the effectiveness of internal communication strategies.
→ **Do this:** Develop internal communication platforms that facilitate open discussions and sharing of ideas. Organize regular town hall meetings to discuss company values and direction.
- **8. Promote work-life balance**
- Encourage a healthy balance between work and personal life.
→ **Do this:** Implement flexible working policies and support remote work options. Provide resources and programs that assist with stress management and mental health.

The role of HR in organizational culture –follow-up

- **9. Develop leadership**

- Ensure leaders are ambassadors of the company culture.
→ **Do this:** Offer leadership development programs that emphasize cultural leadership. Mentor leaders on how to exemplify and reinforce company values in their teams.

- **10 Monitor and enhance employee satisfaction**

- Regularly assess and improve employee satisfaction.
→ **Do this:** Conduct annual [employee satisfaction surveys](#). Create action plans based on survey results to address areas of concern and enhance positive aspects of the work environment.

- **11. Enhance organizational ethics**

- Uphold and promote ethical standards within the company.
→ **Do this:** Create clear ethical guidelines and conduct regular ethics training. Establish a confidential system for employees to report unethical behavior.

The role of HR in organizational culture –follow-up

- **12. Facilitate team building**
- Strengthen team cohesion and promote a collaborative environment.
→ **Do this:** Organize regular team-building activities that align with company values. Create cross-departmental projects to enhance collaboration.
- **13. Sustain safety and wellbeing**
- Ensure the physical and psychological safety of the workforce.
→ **Do this:** Conduct regular safety drills and training. Offer wellbeing programs that include physical, mental, and emotional health resources.