Corporate culture is defined as beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions (Tarver, 2021, para. 1).  As this culture is crucial to determining if a company will be successful or not.  That the kind of culture in one's company could be toxic and bring failure or the culture could be welcoming and encouraging breeding success.  Whatever the culture is as a leader one needs to figure it out and determine if this culture aligns with the goals of the company.

Recently with COVID-19 and people working from home corporate culture may not be the easiest thing to build but it is possible.  Great ways to build corporate culture is to talk about it amongst each other and understand where people see the culture or want the culture to go.  Even talking about the interaction the company has with others outside the company and how they see the culture.  Just because people cannot be face to face does not mean that corporate culture will die.

Corporate culture is not made because of the business it is the people in the business that make the culture.  Company culture is important to employers because workers who fit in with the company culture are likely be happier and more productive (Doyle, 2020, para. 17).  Understanding as a leader how important the culture is and the culture that is in the company is crucial.  That this understanding will help a leader better understand the people they lead and could be the difference between success and failure.