

W.L. Gore and Associates

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W.L. Gore and Associates are best known for Gore-Tex, breathable fabrics which are highly prized by outdoor enthusiasts. However, the organization has developed a greater variety of other changed products, including Ride on Bike cables and guitar strings, among others. Hence, the company is now one of the largest private organizations in the United States, with approximately 13,000 Associates worldwide.

The company has a unique culture that has played a big role in its success. The culture has enabled it to build a core technology where more than 2000 worldwide patents are based. The culture has played a bigger role in giving space to the multiple end market applications as well as enabling fast growth from a niche business organization into a large, diverse company.

Gore Company has given space for innovative strategies to take place within the company. Through its culture, it allows information and crucial data to flow and practice a network that connects each and every individual in the organization with each other. The team is encouraged to organize opportunities and is allowed to start innovations as well as crucial decision-making. In the organization, there are no notices, carts, or predetermined chains of communication; rather, they are one-on-one with each other, which leads to accountability for the multidiscipline teams (Thompson, 2018).

Corporate culture is a way of making a company operate in a way that is possible for conducting business, which is defined as a belief system where behavioral attitudes determine where a company's employees, as well as management, interact and handle both internal and external business transactions. As a company, the culture describes the way the company goes about its business and workplace behaviors, which are held in high esteem.

Gore's corporate and Associate culture standout features that are adaptive based on traditional organizational chains of command, which include incompatible subcultures. The culture takes into consideration the interest vested in the Gore Company. Managers are referred to as leaders who oversee the organization's processes and do not just sit there and give direction but rather participate in the organization's going. The company's main focus is to grow by using some internal technology that enables it to communicate and move faster.

Gore has a culture of open communication where there is no hierarchy or boss-employee structure. Both the manager and other subordinate employees work together to oversee the organization's moving forward. Employees are hired and promoted based on their contributions to the company's success as well as achievements in their fields (Thompson, 2018).

The company sponsors work as mentors to the newcomers and make sure that the new members are

aware of their duties, get due credits as well, and get fully paid. There is no formal hierarchy in Gore like in other companies where an individual works under another, hence developing a healthier relationship among employees, and they receive credit where worthy and contribution that they have made. Therefore, the company is simply employee-centered, and they get benefits for work well done. The coaching culture has played a bigger role in the company's development and fast growth.

Innovation and creativity

The company culture has led to numerous creativities and innovations that have helped the company achieve success. The new training and coaching by mentors have led to employees inventing new products and developments. More so, the company culture allows self-managed assistance in pursuing novel applications of the Gore Technology. The company culture is usually employee-centered, and therefore, each and every employee has a hand in the innovation and implementation of any ideas, especially new innovative ideas. Additionally, it gives the opportunities for the credits to be given where employees are recognized for their work and success (Thompson, 2018).

The subcultures and decentralized decisions create conducive and innovative as well as creative outcomes. The lack of a hierarchical system and the lack of formal means of communication or structure that one has to follow have led to easier ways of bringing solutions to problems employees may encounter in their fields. More so, the direct communications and contributions of each and every employee have created an environment of sharing ideas and giving out their views that may bring solutions to any issue that may arise. In the Gore associate, there are different kinds of powers like influence and charisma, among others. These kinds of powers allows space a positive relationship between the associates as well as their sponsors, hence making the relationship between the employees be influential and positive.

The Gore culture is in line with the company's strategy. A culture can act as a block to the company's set strategies from taking place. It makes the employees feel better and proud to be participants in the culture and company strategies that lead to its success. The availability of mentors and managers being referred to as leaders makes the new individual adapt as well as be proud to be associated or working with a company that recognizes their efforts as well as rewards them by paying and motivating the employees on time. By using its internal technology, the company has been able to implement adaptive changes, which means leading, adapting, and capitalizing on innovation and innovative ideas. The rewarding of good-performing individuals creates a performance culture and motivates the right behaviors. Everyone competes to be the best character and performer since everyone is the boss, and each one is ranked by their peers (Thompson, Strickland & Gamble, 2007).

A good place to work

Through it, rewards and incentive compensation motivate all the employees to work in the company.

In Gore everybody is a boss and the company functions on the assist of employee centered. Therefore, there is no conflict in the stressful environment due to conflicts that may arise between the manager and the employee. In Gore, the working environment is very friendly and is a place that every employee enjoys working in. The lack of managerial approach and supervision has led the company to be named one of the best 100 companies to work for in the United States.

To those who cannot work or perform in any traditional environment company or business place Gore is the best place for them many employees perform better when there is minimal supervision or no supervision at all. Therefore, it allows them to express and implement their ideas without following a hierarchical and long procedural way. At Gore, anybody can be a manager or CEO depending on their performance and loyalty. There is no special individual or neglect when it comes to sharing responsibilities. All the employees are equal, and everybody is a boss (Thompson, Strickland & Gamble, 2007).

Coaching, which [lays a vital environment in making the new associates learn, creates a positive environment. The new members of the team do not feel neglected when performing their tasks since they have mentors and leaders who are willing to show them how to perform their duties. Therefore, these will enable the new associates to put more power into contributing to the company as well as personal fulfillment. The freedom of communication and sharing ideas and information among each other enables the employees to actively give feedback on performance and personal feelings wherever they are required. Through this feedback, whenever there seems to be a challenge or a problem, it is solved and changed to culture.

References

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