**Video Title:** Why Corporate Culture Matters to Zappos and Others

**Video URL:** <https://www.youtube.com/watch?v=7mkFk-bol4c>

**Run Time:** 2:12

**Source:** Zappos Stories/YouTube

**Close Caption Available:** Yes

Employee experience is described on pages 193-194 of the textbook, and experience and culture are intertwined. The discussion of employee engagement is also mixed in with culture. In this video, business journalist Toddi Gutner mentions many different facets of culture. She argues that culture is the secret to corporate success, and that companies have an internal culture related to employees and an external culture related to customers. Many young employees want a culture in which they can question why they are performing a given business activity. A work culture that emphasizes fun, including nap rooms and an in-house bowling facility, would be an example of such fun. Zappos, a famous fish market, and Skull Candy are presented as examples of companies that create fun-filled cultures.

The right organizational culture fosters creativity and engagement, leading to high profits. One indicator of a productive culture is one in which a wide variety employees can stay in touch with the CEO through Twitter.

1. What do you think of the presenter’s stereotype that Baby Boomer did what they were told on the job, and the younger generations want to know why they are performing a job activity?

2. The emphasis is placed on a culture of being fun in order to engage employees, such as having skateboards, bowling lanes, and free food. What is your critical evaluation of this conclusion?

3. What relationship between corporate culture and employee engagement is described in this video?

4. Explain whether you think a large organization should have a department of organizational culture.

5. The presenter says that she would like to be able to exchange Tweets with the CEO. What would be a key advantage of a CEO exchanging Tweets with employees?