

Organizational Culture and the Built Environment (One hour course)

AIA Course #: HAW535; HSW

IDCEC Course #: 4909

Subject Code: 2.10 Interior Design: Space Planning

Course Description: This course emphasizes the importance of aligning the workspace with organizational culture - whether the culture is valued or if a culture change is desired. Participants will learn about the concept of organizational culture and ways it can be diagnosed. Discover the Organizational Culture Assessment Instrument and its typology of hierarchies, clans, adhocracies, and market cultures. The bottom line is to help create workplace solutions with both internal and external benefits, resulting in improved business performance.

Course Objectives:

- Understand the importance of the relationship between organizational culture and the built environment.
- Learn about the concept of organizational; culture and the ways in which it can be diagnosed.
- Discover how organizational culture types relate to workplace design.

Content Outline:

1. Introduction and overview of culture and the built environment, world examples: Long house of Borneo, Army barracks, Buddhist monastery, Islamic mosque, suburbia, Italian Piazza.
2. Culture and the built environment - interactive exercise:
 - a. For each interior space image, the audience will be given a list of four possible inhabitants for that space and will be asked to choose the most likely match and why.
3. Designing spaces with culture in mind:
 - a. Cultural consideration
 - b. Example of a misaligned office environment
 - c. Reinforcement that design currently does this already, though implicitly
 - d. Process for informed and deliberate alignment
4. The basics of culture and cultural experiences - discussion.
5. Diagnosing organizational culture:
 - a. Qualitative tools: Focus groups, interviews
 - b. Quantitative tools: the OCAI
6. Diagnosing organizational culture - the OCAI:
 - a. Competing values framework
 - b. Four organizational culture types
 - c. Introduction to the questions - what exactly is determining culture type
7. What to do with assessment information.
8. Summary and Conclusion