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Google Organizational Culture Practices

Faiezi Bin Zuber

Administrative Diplomatic Officer, University Sultan Azlan Shah, Malaysia

Dr. Anas Bin Tajuddin

Lecturer, University Sultan Azlan Shah, Malaysia

Saazmi Bin Ahmad Toriry

Student, Department of Master in Business Administration,
Faculty of Management and Information, University Sultan Azlan Shah, Perak, Malaysia

Nadhia Melissa Binti Mohd Rosli

Full-Time Student, University Sultan Azlan Shah, Malaysia

Muhammad Nadhir Bin Zamziba

Financial Manager, USAS, University Sultan Azlan Shah, Malaysia

Hazrin Bin Mohd Shahar Rani

Teacher, University Sultan Azlan Shah, Malaysia

Muhammad Saifulbakri Bin Mohd Yusoff

Assistant Director, BTN Perak, University Sultan Azlan Shah, Malaysia

Abstract:

Google is one of the famous search engine in the world. Well known as the fastest and reliable website for any information needed for anyone and anywhere. Google employees aggressively in maintaining this image but several practices need to be perfect and precise for every employee in order for Google to work. However, does Google cultural practices effective to be use? This case discusses how Google cultural practices that have made Google in the eyes of the world function.

1. Introduction

Larry Page and Sergei Brin are the founder of Google where at first Google and it was registered on September 15, 1997 in a garage in Menlo Park, California. In the 1990's, Google was praised to be more technologically and up to date compare to Yahoo and MSN. Start with Larry and Sergei as the founder, now Google have 61,814 employees around the world and 88 offices in every continent of the world. Google search engine is the most powerful and reliable place for anyone where everything is at the end of our fingertips to search anything that is possible to learn and gain. Larry Page and Sergei Brin are one of the most iconic people in the world where their practices in Google can be set as an example.

2. Findings

Larry Page and Sergei Brin practices in Google are not an old-fashioned practices but Google practices are based from a psychological research where Larry and Sergei make it as a guidance to lead their employees. These are the guidelines of how Google been practice all these years:

1. **Hiring the brightest and the best**
Working in Google is a dream for anyone because Google workplace are famous for one of its kind. The workplace are entertaining, stress free, vibrant with colour and liveable. However to be inside Google is not easy. More than a million have sent their resume to Google but less than 0.5% are accepted. Google use a psychologist and technical test to examine every candidates to test their skills, their creativity and so many other things. This test are not easy and only the best who will stand out to be chosen.
2. **Human Resource**
Human resource department of Google is where it all start. Human resource department responsibilities to test and enhanced skills in employee in Google where they must maximize the potential to perform the best in their field work. Human resources department will use their data and analytics to make the most accurate people management decisions that they could make.
3. **Casual and democratic atmosphere**
Google organization is practical where they have a small number of middle managers and an upper management. This lack of top down hierarchy encourages employee to be more open to share or voice out their opinions and ideas. Plus, it will give chances indirectly for any employees to gain opportunities and chances to express themselves.

4. Clear mission and values

Google founder state “*10 Things We Know To Be True*” that will hold Google employee till the end. They are:

- Focus on the user and all else will follow
- It’s best to do one thing really, really well
- Fast is better than slow
- Democracy on the web works
- You don’t need to be at your desk to need an answer
- You can make money without doing evil
- There’s always more information out there
- The need for information crosses all borders
- You can be serious without a suit
- Great just isn’t good enough

5. Practicing transparency and open door environment

Google make a weekly meeting to open a chance for any employee to voice out and discuss their opinion and yup for debate. One thing that is very unique about Google is where Larry and Sergei is the only CEO who will host Google event to open any question to any employee around the world to ask and the most voted question will be answered. Google always updated with their employee of the company direction in the future and so the employee will always be ready to face the future of Google.

6. Employee recognition for small and big contributions.

Appreciation is one of the way Google to appreciate their employee. One of the most prestigious award in Google for employee is paid in the form of Google Stocks Unit where it will be future investment for the employee itself. But if the employee performance oppositely then action will be taken to punish.

7. Organizational culture boosted by community engagement outside of work

Google believe in investing into public relation will gain benefit to corporate culture Google itself. Such as Google fest where it will provide opportunities for employee to be actively involved in community building and training where it will help to add another social dimension for the employee, strengthening relationships and create a more entertaining environment. These are the most example that google have provided:

- Asian Google Network
- Black Googler Network
- Filipino Google Network
- Gayglers
- Google American Indian Network
- Google Veterans Network
- Greyglers, Hispanic Googlers Network (Hola)
- Indus Googler Network
- Mosaic
- Disability Alliance,
- Women@Google

3. Discussion

Google cultural practices are great but still questionable. Using a psychologist as a test to choose a candidate is quite extreme compared to another companies, “*we do a psychological profile where Google took personality test*” said Chris Coleman, Global Design Director of Google where the company believe every personality of employee must meet with the job criteria. Referring to Prof Robert Sutton, Management Science & Engineering from Stanford University mention that “*we will always want you to be here & the joke is tell is that sociological is the thing that we called total institution, presence would be an example of a total institution and maybe the army is the mental institution, something we check in but we never leave.*” This show that the necessary of having this test where it doesn’t seem to be that important but still it is a compulsory to the company to find the right employee to be part of Google.

Another thing is that Google hired a quality people for every level and so the argument of every decision can be biased and be discuss to get the best result. The higher level of Google said that “*we want to make them healthy, we want to make them happy and the ultimate goal is to keep them engage in their work because research show that if people happy, they more engage to their work and it more productive*” by Jessica Wisdom in the Youtube.com.

Casual and democratic atmosphere in the office of Google are opposite of the traditional office that we usually see. Google office full with vibrant colour and large spaces, gyms to exercise, variety of games and activity that will help the employee to release tension, stress free environment with upper management openness towards the employee, free snack and meal ready to be served for the employee, music studio to surge creativity of the employees and all of these feature of Google offices are admitted by the employee themselves such as:

“Working at Google is great and it’s just not about the environment or the colours or the games and the massages, it’s really for me about the people. I’m working with a group of people who I consider to be my family” - Shaden Mohamed, Senior Accountant Manager Google.

“We have people from engineering backgrounds, business background, medicine background every single person you get the chance to learn from” - Olivia Bishara, Sales Intern Google.

“It’s the place where you get to interact with very intelligent people and it kind of keeps you on your toes but it’s also a fun place to work” Rania Hadi, Outreach Program Manager, MENA.

This method were agreed by Fab Dolan, Marketing Manager of Google and Nelson Mattos VP of EMEA Product and Engineering, where the idea of putting everything in the same place is a great idea because it will keep the employee always fresh in order to generate new idea plus with freedom to speak out the idea for the company. Obviously this will make Google different from another company and use the cultural practices as a core value to move the company forward in the future.

“Some women actually study Computer Science but they can’t take it up as a career, so Google tries to cross that line and get women more involved with technology.” - Mayada Mouhamad, Google Student Ambassador

4. Conclusion

To finalize, Google method is not questionable yet it is out of norms in business world. But still the result is something we all cannot deny and it is amazing. How Google bring out the best of the employee can be set of exemplary set to others. The way they make the employee happier, healthier and more productive which make them work together in a more productive, creative and manner way where it will indirectly give massive productivity and creativity of Google. The way Google rising and stand out from the other company by focusing on strengthening the mind set and different way of work is a success and even create a strong foundation for Google to face the future.

5. References

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