

IT'S THE RIGHT THING TO  
DO!

*ORGANIZATIONAL CULTURE*

SUBARU OF INDIANA AUTOMOTIVE, INC.



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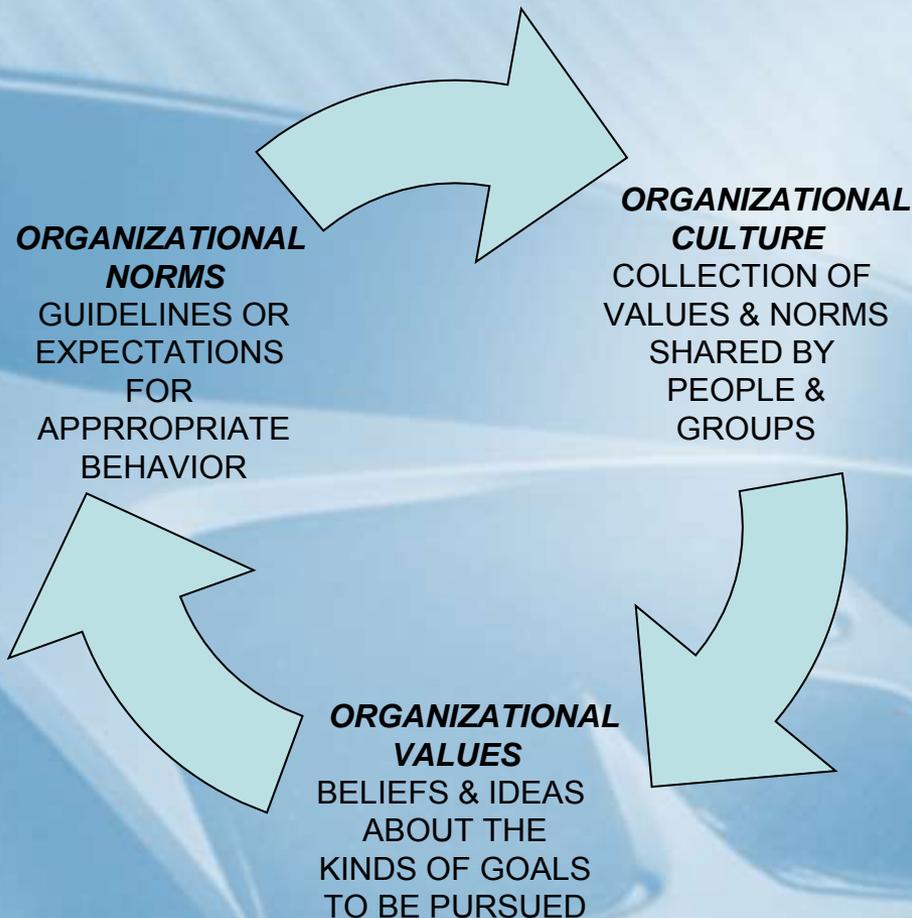
# DEMOGRAPHICS

- 3,400 + ASSOCIATES
- 3.8 MILLION SQUARE FOOT FACILITY
- PRODUCTION LIMIT 262,000 VEHICLES
- THREE SHIFTS – 365 DAYS A YEAR

– (2 PRODUCTION, 1 MAINTENANCE)



# ORGANIZATIONAL CULTURE, VALUE, NORMS



# *ORGANIZATIONAL CULTURE*

OUR MISSION IS TO CONTRIBUTE TO THE SOCIETY THROUGH THE GROWTH OF OUR COMPANY. BY BUILDING AND SELLING OUTSTANDING VEHICLES WHICH SATISFY OUR CUSTOMER'S NEEDS AND DESIRES, WE ALSO HOPE TO **IMPROVE THE LIVES** OF ALL THE **PEOPLE** ASSOCIATED WITH THE ORGANIZATION



# *ORGANIZATIONAL VALUES*

**PEOPLE – SAFETY- ENVIRONMENT  
QUALITY**

**WATCHWORDS THAT DOMINATE OUR  
WORKDAY**

**STRONG CULTURE –  
“IT’S THE RIGHT THING TO DO”**



# *ORGANIZATIONAL NORMS*

- THE ORGANIZATION IS AN EXTENSION OF THE PEOPLE – WE ARE THE CORPORATION
- INDIVIDUAL GOALS ARE ALIGNED WITH THE GOALS OF THE ORGANIZATION
- CONSISTENTLY BRING OUT THE BEST IN EACH OTHER



# NUTURING THE CULTURE

- OPEN COMMUNICATION
  - DIRECT ACCESS TO TOP MANAGEMENT
  - OPEN LINES
  - ROUNDTABLE MEETINGS
  - VISTA SUGGESTION PROGRAM
  - KAIZEN SEARCHING FOR A BETTER WAY
  - ENCOURAGE TEAMWORK
  - CCTV, UPDATE, WEB-BASED, MEETINGS



# NUTURING THE CULTURE

- **STRONGLY DEFINED GOALS**
  - ATTAINABLE
  - REASONABLE
  - FOCUSED
  - STANDARDS/GUIDELINES DEFINED
  - COMMUNICATED THROUGHOUT THE ORGANIZATION
  - RESULTS/COUNTERMEASURES



***CORPORATE CULTURE  
IS THE SUM OF THE PARTS***

WHAT THE COMPANY “IS”  
RATHER THAN WHAT IS “HAS”

**THE CHARACTER OF THE  
CORPORATION**



THANK YOU



 SUBARU