

Thursday, March 25, 2010

Collaboration, cultural transformation at GM is focus of April 2 seminar

Promoting its philosophy of integrative thinking, the Center for Business Research and Education (CIBRE) at OU's School of Business Administration has introduced the CIBRE Seminar Series.

Through these seminars, academic and industry experts present advanced thinking on a wide range of topics that cross a variety of disciplines and industries. By bringing together a broad cross-section of presenters -- from academics and the business community -- the seminars encourage cross-disciplinary and inter-disciplinary thinking to advance research and solve problems.

The next CIBRE Seminar -- Friday, April 2 -- looks at the revitalization of the organizational culture at General Motors, presented by Elizabeth K. Briody, Ph.D., cultural anthropologist and founder of Cultural Keys LLC.

In this talk, Briody describes a five-year data-collection effort to explore consensus views of the cultural past as well as the cultural ideal in four GM manufacturing facilities. It identifies a key weakness in GM culture -- cooperative workplace interactions and collaborative problem solving -- and introduces a set of validated tools to help transform that limitation into a strength. Both the ideal cultural model and the cultural transformation process can serve as guides for organizational-culture-change efforts in other American firms.

"Through these seminars we are bringing people with different perspectives together so faculty and those with an interest in the business community can ask questions and learn, and those presenting can gather input and ideas for next steps," explains Mohan Tanniru, dean, SBA, and founder of the SBA's CIBRE.

"In this particular session, we're looking at a major organization in our region, while also discussing strategy and organizational culture -- bringing diverse thinking and different perspectives into one conversation, exactly what the CIBRE is about," he adds.

For more information about this seminar, please see the [event listing](#).

SUMMARY

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