



THE CULTURES OF WORK

One might think that work is work no matter where one does it or who's in charge. But I have found that the *cultures of work* can vary greatly depending upon the circumstances and situations.

This realization came from wondering how people who were highly productive and financially successful as employees became lost and were without intellectual resources when they became entrepreneurs.

Why is this? The answer actually seems to be fairly simple. The tools and skills to survive and thrive as an employee are different from those of an entrepreneur. In other words, the *cultures of work* are different. Behavior that is acceptable and even encouraged in one situation is not in other circumstances and situations.

Most of us have been trained from birth to be good employees. In fact, our entire educational system was supposedly designed to make good

factory level workers out of students. I suspect that this has changed to a greater or lesser degree; but there is still something to be said for that.

Many staff jobs and salaried positions discourage independent thinking. Yet for business owners and entrepreneurs, this type of thinking is essential to their survival. In addition, certain types of informal behavior might go unnoticed on a job; but in an ownership culture, the relationships with one's clients can be at risk if informality is mistaken for a lack of professionalism.

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Entrepreneurship and business ownership require training, training in doing business not only having knowledge of that business itself. **MARKETING BYTES Business Marketing Solutions** support the success of your business or organization from the inside out with Information, Education, and Outreach. Visit [our website](#) to learn more.