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2 The factors that shape the culture of the organisation  
The six major influences on the culture of an organisation are as follows:

- § Size how large is the organisation in terms of turnover, physical size, employee numbers?
- § Technology how technologically advanced is the organisation either in terms of its product, or its productive processes?
- § Diversity how diverse is the company either in terms of product range, geographical spread or cultural make-up of its stakeholders?
- § Age how old is the business or the managers of the business do its strategic level decision makers have experience to draw upon?
- § History what worked in the past? Do decision makers have past successes to draw upon. are they willing to learn from their mistakes?
- § Ownership is the organisation owned by a sole trade? Are there a small number of institutional shareholders or are there large numbers of small shareholders?

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