

Google it

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ABSTRACT (ABSTRACT)

We try and create an environment for our employees that takes as much 'fuss' out of their work lives and makes it comfortable and fun to work. Hiring people who are passionate about their work, providing them with a supportive and creative work environment, allowing them to work on great products this all makes [Google] a great place to work and generates tremendous enthusiasm, creativity and problem solving.

FULL TEXT

A strong internal brand has been the backbone of Google's operations from day one. Now that the search engine giant has one of the most successful branding stories ever, it's hard to dismiss the role its well-communicated vision and subsequent internal culture have played in its success.

One way Google maintains the innovation that is central to its culture is by allowing staff to work on their own projects on the company's time.

"All of our engineers spend 20% of their work time on a technology project that interests them. Their product may or may not become a Google product, but they are encouraged to work on it with this goal," says Siobhan Lyndon, Google Australia and New Zealand's human resources manager.

"We encourage our employees to create, discuss, experiment and innovate. To this end, we have many online innovation blogs, wikis and discussion points."

One of Google's founding principles, "don't be evil", is also manifested in its more flexible approach to work, Lyndon says.

"Google has a diverse global workforce and we are flexible in our approach to how our employees work and express themselves. We realise that it's important to give employees freedom to innovate and to work in their own way. We encourage our employees to express their views and to be open and honest with each other.

"We try and create an environment for our employees that takes as much 'fuss' out of their work lives and makes it comfortable and fun to work. Hiring people who are passionate about their work, providing them with a supportive and creative work environment, allowing them to work on great products this all makes Google a great place to work and generates tremendous enthusiasm, creativity and problem solving. I suppose others may say that this reflects 'our brand message'," Lyndon says.

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