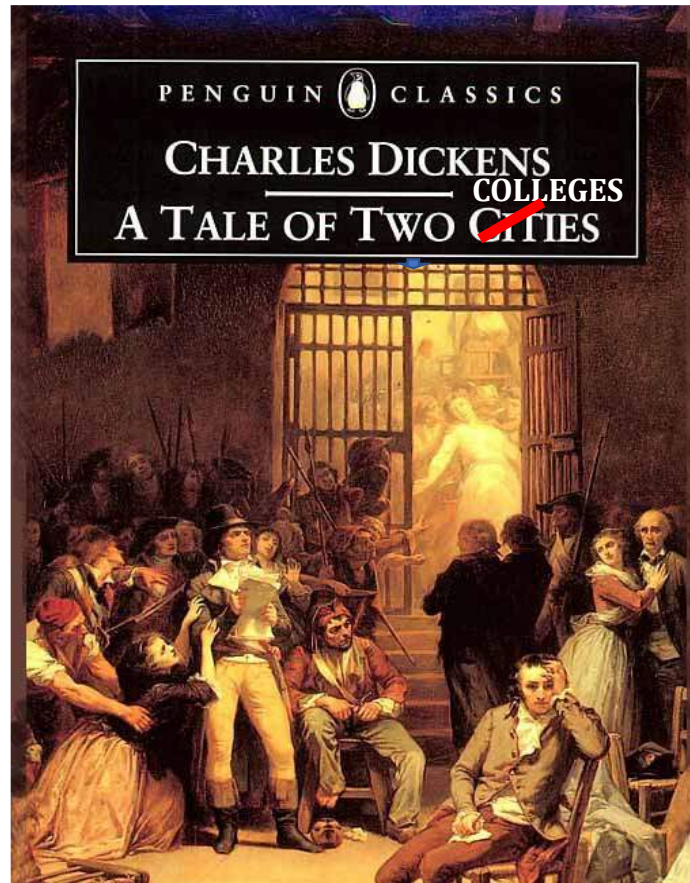


# Staff perspectives on enterprise culture – A tale of two colleges (2011-2016)



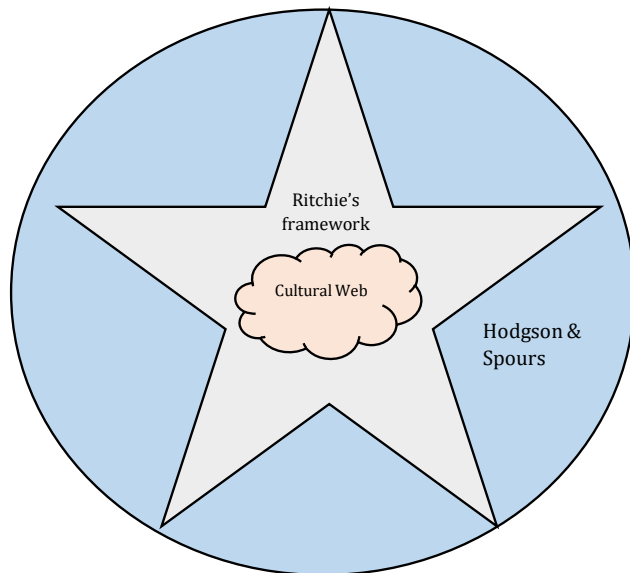
# Research question

What is enterprise culture and what are its implications for two Further Education colleges in London?



# Theoretical framework

- 3 embedded frameworks



## **Hodgson & Spours**

- FE sectoral system

## **Ritchie's framework**

- Staff stances

## **Cultural Web**

- Day to day manifestations

## **Ritchie's & Cultural Web**

- Consequences

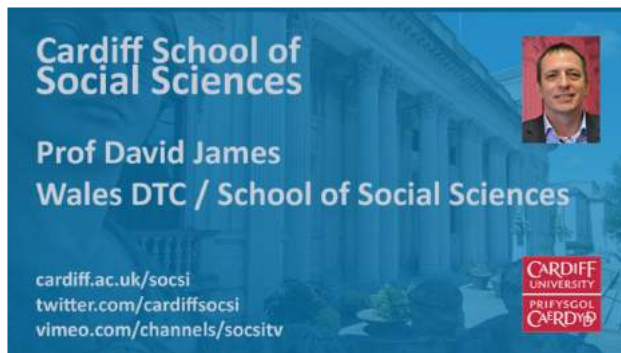
# Methodology



**Subjects**  
Lived experience



**Sceptics**  
Doubt



**Analysts**  
Reason

**Believers**  
Faith

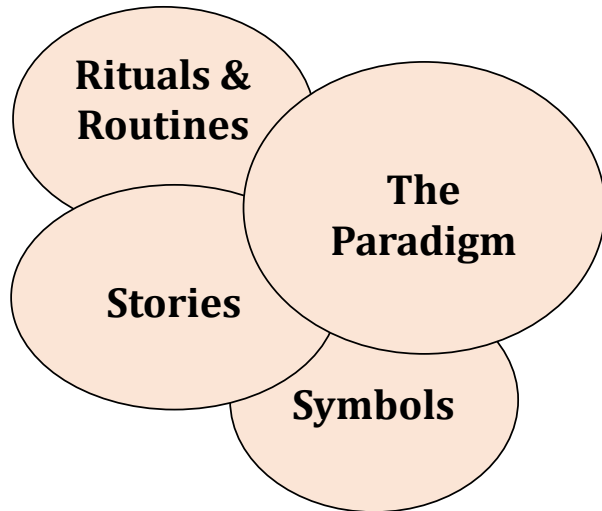
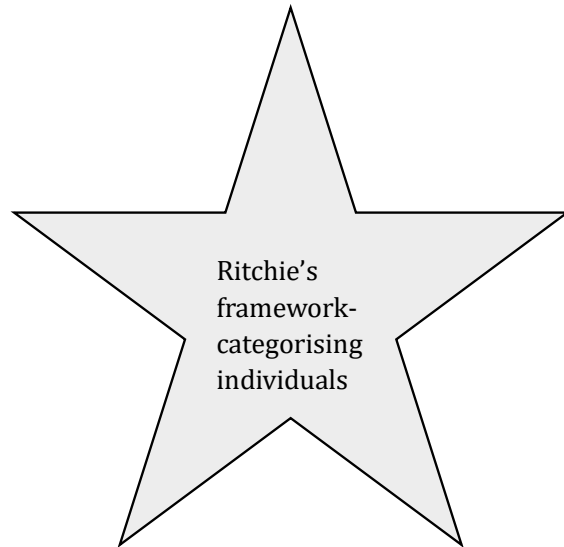


Perspectives on enterprise cultures (Ritchie)



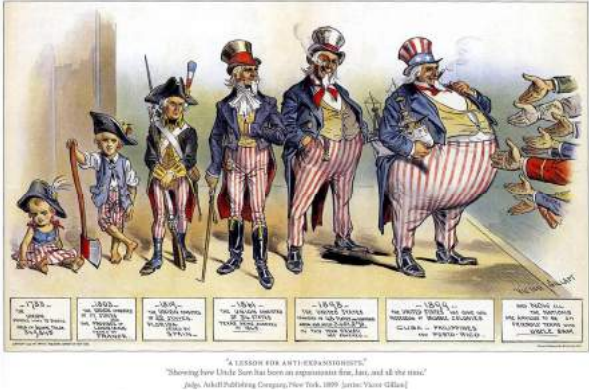
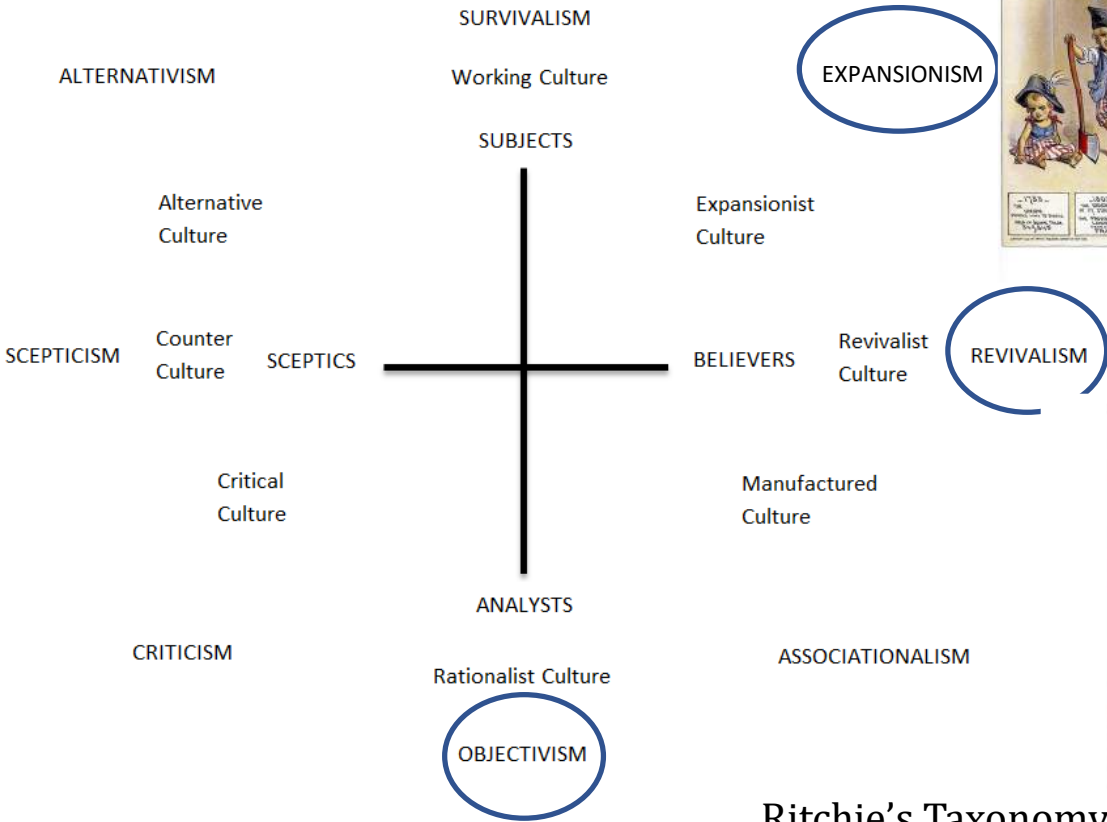
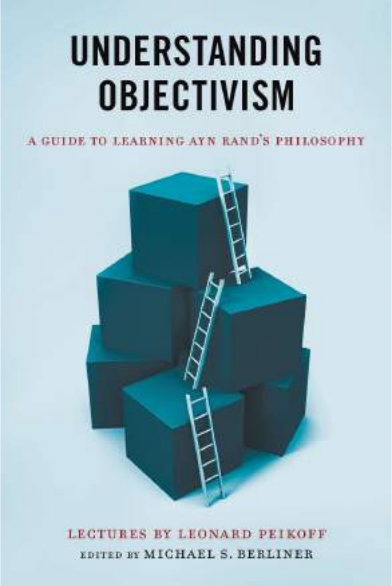
**The Cultural Web (Johnson & Scholes)**

# Data Analysis



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# Types of enterprise culture



Ritchie's Taxonomy of enterprise cultures

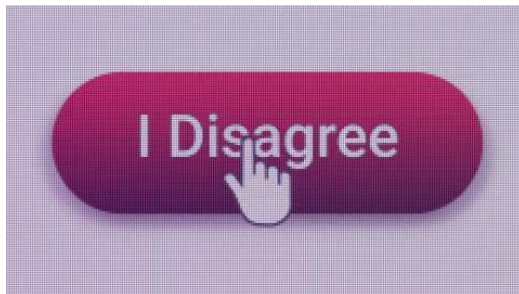
# Findings



**Subject**



**Analyst**





# So what?

Institutions need to clearly define enterprise culture for themselves before engaging with activities

Join **VIN<sup>2</sup>** Enterprises for our

## ENTERPRISE FESTIVAL

### Making a Difference

Speakers: Levi Roots - Reggae Reggae Sauce | Maria Allen - Maria Allen Jewellery | Anthony Charles - Choices Magazine | Maisie-Rose Byrne - Unilever  
Fashion show and Business Concept competition.

Venue: **The Vincent Rooms**  
Contact: irene.brow-iverson@westking.ac.uk

**22<sup>nd</sup> NOV**  
9:30am-2:30pm

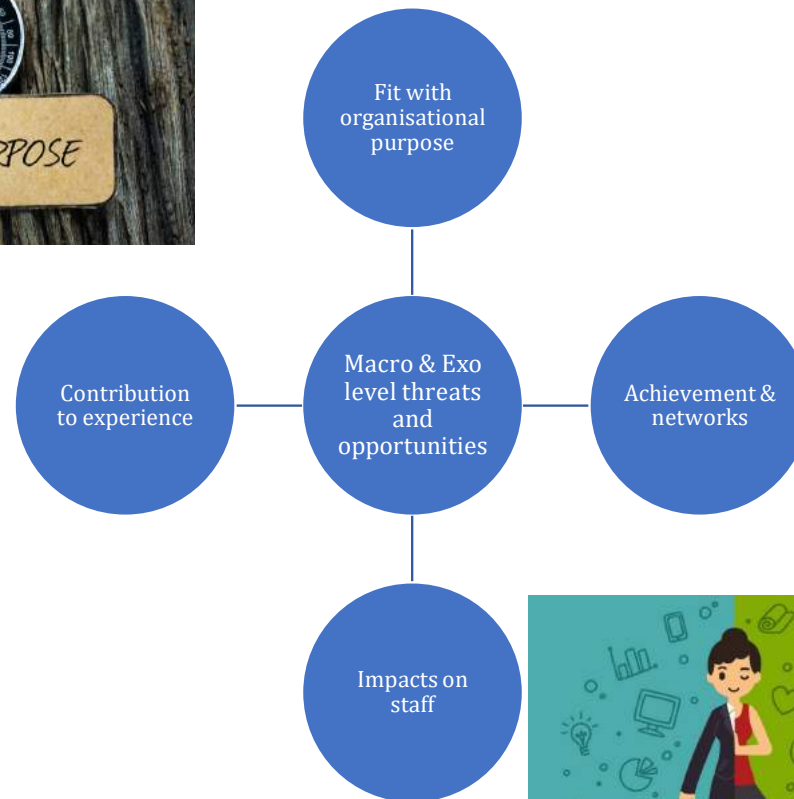
Sponsored by:



Partners:



# Analytical Expansionism



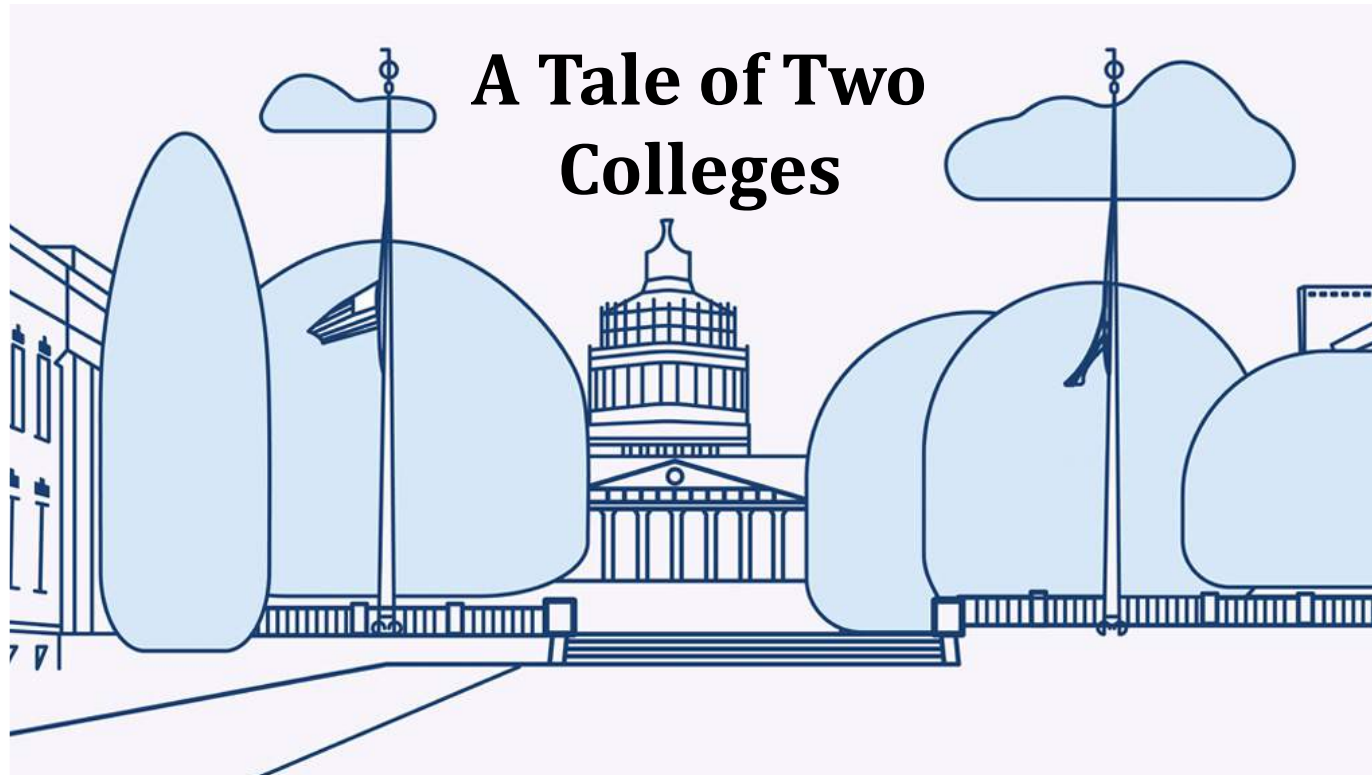
# Analytical Expansionism applied



What does this mean for your organisations?



# Thank You



**A Tale of Two  
Colleges**