

or being bored & frustrated in the work place to the point they begin to hate their jobs/ careers, as they are no longer motivated by money as enough incentive. So the question is asked, how do we engage them at work? Through the existence of corporate culture in the firm.

Theorists, Peters & Waterman, through the analysis of Fortune 500 companies, discovered that the “dominance & coherence” of corporate culture proved to be an essential quality of such firms. (Peters & Waterman, 1982) Hence, this culture is created through the shared values, norms & beliefs of the workers in the effort to win the attention, hearts & minds of the employees with intention to create an effective & comfortable work area which in theory should increase productive capacity exponentially as compared to a strict & bare work environment. This culture is created by management hence the term “corporate culture” & should supposedly be functional & one that guarantees commitment, dedication & loyalty in the work area. Innocent Drinks in an effort to accomplish this, make culture visible by implementing the ‘fun at work’ theory in accordance to the research carried out by Peters & Waterman.

This corporate culture in recent research has been discovered to vary between different organisations depending on size, for-profit/not-for-profit etc. If the company is big the less fun the activities are implemented/ the corporate culture is less fun & much more strict. In this case, Innocent Drinks being a small conglomerate, have a fun corporate culture in place as a means to strengthen their employees motivation and enthusiasm while at work. As evidence of this, a researcher went to the Innocent Drinks offices fondly named “Fruit Towers” where he found the work place environment to give the the feel of an English Village Fair. As he stated, “The fake turf teases you to kick your shoes off, and looking around you can see many who have succumbed to the notion. Tucked away to the rear there is a lovely tree-lined, outdoor ‘beer garden’ area comprising 300 ft of shaded gravel with (of course) more picnic tables: perfect for Summer picnics, impromptu meetings or simply catching a breath of fresh air.” (Groves, 2011)

Drawing on this, the choice of the owners of Innocent Drinks to incorporate this culture has brought about added benefits. Such practices have brought about a “happy, comfortable” atmosphere in the company, which according to recent surveys has allowed the company to “grow at a rate of **150%** a year, a pace the Sunday Times newspaper claimed is due to the commitment of its staff as they are proud to be working there according to an interview carried out with the employees.” (BBC, 2007) This however is just the tip of the