Activity 2: Research and present:   
Business case studies

# Introduction

The speed of digital expansion means that organisations are quickly changing the way they work and the conditions their employees work under. This means they need to establish a clearly defined company culture for all stakeholders.

## Research

A desirable workplace culture is one that aligns with the organisation’s values and goals, supports its employees’ well-being and growth while also contributing to a positive and productive work environment. Finding a desirable culture like this is becoming increasingly important to employees seeking employment. Microsoft, X (Twitter) and Mesma are examples of organisations that need to adapt to the changing digital environment.

* Microsoft
* X (Twitter)
* Mesma (<https://mesma.co.uk>)

Research each of these organisations, taking into consideration communication changes, business expectations, the reach and scale of the business, modern working practices and the monitoring of employees. You could use a LLM (Large Language Model) such as ChatGPT, Google Bard or Microsoft Bing to assist with your research. Use these questions to structure your research:

1. How does the organisation support its employees?
2. What is the workplace culture like? How has it changed due to digital expansion?
3. Can you give any examples of employer expectations?
4. What are the key values of the organisation and do you share these? If so, how?

Present

You will present your findings to the class. This can be a verbal or electronic presentation.

Tip: Add a reflection on how you presented the information in this activity and if there are any areas you may want to work on in future presentations.