Summary for answering questions, I will have a 2nd problem to post on Monday. Thank you so much..

Tichy (2004) argues that businesses are built around ideas. He suggests that a leader’s central idea lays the concept for organizational success.

Tichy further suggests that every organization also has values. The values of an organization must be explicit and must support the accomplishment of business ideas. A leader’s role is to create, shape, and reshape the culture of the organization by developing desired values. The three types of values are:

* **Societal**: These values are the underpinnings for how a society operates. Honesty or integrity are examples of societal values.
* **Subjective**: These values are correct in the moral or religious sense. Subjective values include family values or work-ethic values, which are often divisive.
* **Operational**: These values directly link to the accomplishment of an organization’s business philosophy. Operational values include customer service, entrepreneurship, or boundarylessness.