Activity 2: Company culture study question

# Introduction

Please review the study question below and annotate to:

1. identify the command verb and explain its meaning;
2. find any other keywords and discuss how you might use these when answering   
   the question.

## Question

Alex has worked at a publishing company called ‘Quills’ for over 30 years, since it started. They started as a traditional printer that published books in the UK.

Now a manager, Alex has been involved in the company embracing modern digital technology and ensuring all employees are on board with recent changes.

Evaluate how Alex will need to manage the impact of digital working to create a positive workplace culture.

Your evaluation should include:

* benefits and drawbacks of digital working on workplace culture
* a supported conclusion on how Alex will need to manage the impact to create a positive workplace culture.

[12 marks, plus 3 marks QWC]