Abstract
The aim of this article “Diagnosing Organizational Culture” is to reason the need for diagnosing organizational culture for improvement of organizational effectiveness. Authors introduce approach to diagnosing organizational culture, which is based on the competing values framework. This article analyzes processes and outcomes from the diagnostics of company A’s organizational culture. Diagnosing organizational culture should be the first important step that organizational leaders take when they decide for a change in their organization.

Key words
diagnosing organizational culture; ethical organizational culture; ethical leadership; organizational values; organizational change.

JEL Classification
Z19