**ABSTRACT**

Cultural transformation of a company is a difficult and compound task, requiring knowledge, extensive experience and prudence on the part of personnel responsible for preparation and implementation of change. Key factor in the success of such transformation is the introduction of new values and norms, as well as anchoring those norms and values in the minds of employees and managerial cadres. This paper aims at analysing premises and objectives in transformation of company organizational culture. Effects of such a transformation are presented for the company as a whole and for the company personnel. Recommendations are made for management practice in the process of introducing changes in organizational culture.