



CULTURAL TRAINING PROGRAM AT MARKETREDESIGN

From October 2019 to March 2020 we at MarketRedesign followed a cultural training program run by Cécile Booms from Branching Out. During the training we explored cultural differences and found more effective ways of dealing with these. After the completion of the program we have more cultural cohesion in the team, we communicate more effectively and have gained a better insight into what we stand for at MarketRedesign.

At MarketRedesign, we take pride in our small yet diverse workforce with nationalities ranging from Dutch, Italian, South Korean to Indian. Not only do people come from different cultures but also from different disciplines, ranging from the highly quantitative disciplines like mathematics and computer science, to disciplines such as business psychology, sales and more.

Like any other boutique consultancy, we function in a fast moving - high intensity - high complexity - high uncertainty environment, making it extremely critical for us to communicate effectively and efficiently. **Now whether we like it or not, our cultural identities creep into the way we communicate, operate and present ourselves, even more so, when we work in a high-pressure environment.**

To prevent typical challenges such as miscommunications, misunderstandings, prejudices from tainting the otherwise pleasurable experience of working in a culturally diverse environment, we decided to call in Cécile Booms, an expert to help clarify some of these challenges and how we could find an effective way of dealing with them.

Cécile from Branching Out designed a program to help us better understand ourselves and the cultural influences on our way of working and communication by highlighting the nuances or features of different cultures. We had multiple sessions where we openly discussed the differences and we worked towards very practical ways to resolve the occasional friction that arose in the team.

Several months after we completed the training program by Branching Out we asked our team for feedback about the experience and outcome. We used quotes from their feedback to summarise how the MarketRedesign team felt about the training program.

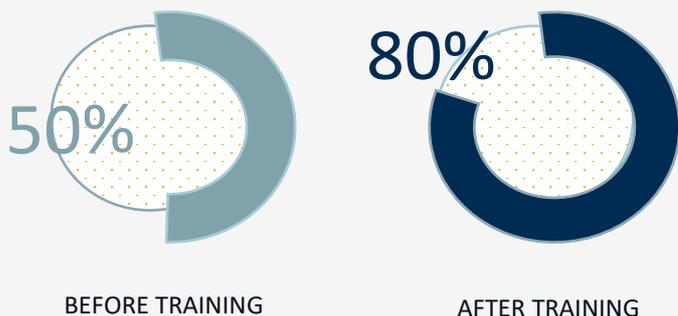
During the training sessions led by Cécile **“I liked the fact that we got to explore our cultural differences in an open and respectful manner – there was no judgement of right or wrong – we were just trying to work out how to improve our communication and way of working”**. Another MRD employee stated that this gave us a “much better understanding of the diverse cultures - what they value and how they operate. I also got to explain the differences in my culture what can easily be misunderstood”. Discussing the differences in

cultures “has taught me to run things through a cultural lens. Sometimes when we are operating in a high pressure/stressful situation, people are less deliberate in their communications – which can be misunderstood or hurt/frustrate people. **We are trying to adjust our communication style to be more compatible with the recipient but also show a bit more tolerance**” said one of MarketRedesign’s employees. It has also helped others realize to “keep cultural connotations in mind before I misinterpret or misunderstand directness for impoliteness, silence for lack of interest or understanding and so on”.

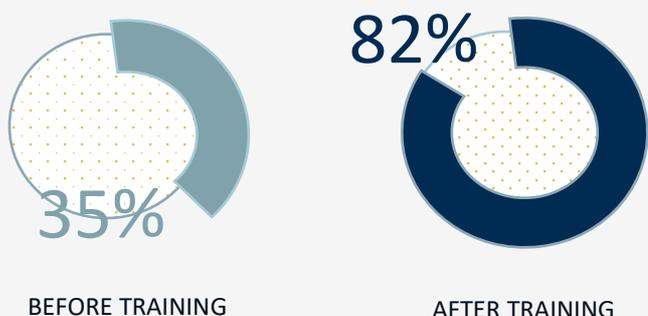
“The joint culture process with Cécile helped us as a team to evaluate each other’s (culture driven) strengths and it made us understand and avoid focusing on the negatives. A well thought-through project with both personal international skills as well as scientific background on the matter.”

■ Ruud Schmeink
CEO MarketRedesign

LEVEL OF CLARITY ON BUSINESS ETIQUETTE AMONG MARKETREDESIGN FULL TIME EMPLOYEES



CONSIDERING CULTURE IN COMMUNICATION AND WORK AMONG MARKETREDESIGN FULL TIME EMPLOYEES



After the training program we now have “a much clearer understanding of what our company culture is and the business etiquette we are expected to follow at MarketRedesign” while another team member described it “helped us identify our cultural bearings, develop a clear view of our company culture and also align on the personality types we want to grow the organisation with”.

All in all we enjoyed taking part in Branching Out’s cultural training program and we will be able to reap the benefits for a while to come.

MarketRedesign

