



## Fostering Unity and Strategic Synergy in a Global Athletic Brand

### Objective

To assist the EMEA talent acquisition team of a leading global athletic footwear and apparel company in seamlessly integrating a new leadership figure, fostering a culture of trust and mutual respect, and aligning the team's strategic priorities with their shared values.

### Introduction

In an ever-evolving global market, the significance of cultural sensitivity and strategic alignment cannot be overstated. Our client, an EMEA headquarters of a globally recognized athletic footwear and apparel brand, faced the challenge of introducing a new leader to an established, ethnically diverse team. This case study outlines our comprehensive approach to building a cohesive team, adept at navigating cultural differences, while aligning in their pursuit of strategic objectives.

### Challenges

The primary challenges presented by the client included:

- Integrating a new leader into an established team with an existing dynamic
- Navigating cultural differences within a team with members from various countries communicating in a secondary language, English, as their working language
- Building trust and camaraderie among team members
- Collaboratively establishing and aligning on strategic priorities for the fiscal year

### Solutions

Our tailored solutions encompassed a series of workshops and team-building activities, specifically designed to address the unique needs of the client:

1. *Coaching Technology*: Leveraged a cutting-edge coaching technology that we provide for our clients that uses behavioral and personality assessments to personalize the user's experience and foster effective communication and collaboration within the team.
2. *Co-Creating Shared Values Workshop*: Facilitated a process for each team member to articulate their core values, leading to the establishment of five shared values that resonate with all team members.
3. *Strategic Priorities Workshop*: Guided the team in translating their shared values into actionable, EMEA-specific strategic priorities that align with the broader organizational goals.



The solutions were delivered through a 2-day off-site training in the Netherlands, incorporating team meals, a cooking competition, and a collaborative mural painting, aimed at strengthening team bonds.

## **Benefits**

The team saw several benefits as a result of working with Grow Dialogue:

1. *Enhanced Team Unity:* The workshops and team-building activities led to improved understanding and camaraderie among team members, establishing a strong foundation of trust.
2. *Navigating Cultural Differences:* By focusing on shared values and understanding diverse perspectives, the team enhanced their ability to navigate cultural differences, improving communication and collaboration.
3. *Synchronized Strategic Vision:* The alignment of team values with strategic objectives ensured a unified approach to achieving EMEA-specific and global goals, fostering a sense of shared purpose.
4. *Improved Cross-Cultural Communication:* The deliberate focus on cultural sensitivity bolstered the team's communication skills, making them more effective and empathetic in their interactions.
5. *Strategic Alignment:* The workshops facilitated a seamless integration of the new leader's vision with the team's operational strategies, ensuring that all members were aligned and committed to common goals.

## **Conclusion**

Our intervention not only addressed the initial challenges but also set a precedent for how global teams can overcome cultural differences to achieve strategic harmony. The EMEA team emerged stronger, more unified, and better equipped to navigate the complexities of a global marketplace, demonstrating the profound impact of combining strategic alignment with cultural awareness.