



Transforming Team Culture at a Leading Athletic Footwear and Apparel Company

Objective

Our engagement with a talent acquisition team at a leading global athletic footwear and apparel company aimed to facilitate their transition from a local mom & pop culture to embodying the ethos of a global brand. This transition centered on co-creating and aligning cultural values across diverse geographies, thereby empowering their global team to communicate, collaborate, and resolve conflict more efficiently and effectively.

Introduction

The challenge was multifaceted: the team needed its culture to evolve to meet the demands of its company's global status while ensuring its employees felt empowered and safe in their communication. A significant gap in change management infrastructure compounded these challenges, necessitating a tailored intervention. Grow Dialogue was tasked with spearheading this transformation, leveraging our expertise in organizational cultural alignment, change management, communication, and executive coaching.

Challenges

The company's expansion illuminated several critical areas needing attention:

- A culture transition that required moving away from a smaller, family-like work environment to a global brand culture
- Insufficient frameworks for managing change and nurturing people within the organization
- A prevalent issue with ensuring safe and open communication channels across all levels
- A strong desire among team members to communicate boldly and safely, in line with the company's evolving identity

Solutions

Grow Dialogue implemented a comprehensive strategy to address the challenges:

1. *Co-Creating Shared Values & Culture Statement Workshops*: These workshops engaged teams from the United States, Mexico, China, and the Netherlands in identifying shared values and articulating a culture statement. This process not only fostered a sense of camaraderie and collective accountability, but also established a common language for decision-making and conflict resolution.



2. *Authentic Dialogue Workshops:* We introduced participants to the principles of Authentic Dialogue, focusing on equitable, inclusive decision-making that builds trust and strengthens relationships. The practice sessions embedded in the workshop empowered individuals to engage in meaningful conversations.
3. *Change-Up Workshops:* This workshop presented an agile change management process designed to help teams align with their mission, values, culture statement, and objectives, particularly in the face of constant change.
4. *Executive Coaching:* Our personalized coaching sessions aimed to bring out the best in each individual, offering space for deep connection, understanding, and strategic planning. This coaching was designed to bolster personal and professional growth, enabling clients to navigate challenges with confidence.

Benefits

Our intervention led to several tangible benefits for the team:

1. *Unified Cultural Framework:* By co-creating shared values and a culture statement, we helped establish a unified cultural identity that resonated with team members across different geographies, enhancing cohesion and global brand image.
2. *Improved Communication and Conflict Resolution:* The Authentic Dialogue and Change-Up workshops equipped team members with the tools to communicate more effectively and resolve conflicts in a manner that is inclusive and builds trust.
3. *Ongoing Support and Development:* Through continuous facilitation and executive coaching, we provided the team with the support needed for sustained growth, alignment with the team's shared values, and the ability to navigate change adeptly.
4. *Empowerment and Safety:* Our efforts fostered an environment where team members felt empowered to voice their opinions and ideas boldly. This change marked a significant shift in the team's culture, aligning with its global aspirations.

Conclusion

Grow Dialogue's partnership with this talent acquisition team at a global athletic footwear and apparel company marked a transformative period in the company's cultural evolution. By addressing the inherent challenges of transitioning a global brand's culture, we facilitated a process that not only aligned the team's cultural values across various geographies but also empowered its employees to communicate and act boldly within a supportive environment. The positive feedback from the workshops and coaching sessions underscores the impact of our interventions, laying a solid foundation for the team's continued growth and success in a competitive global market.

Workshop Feedback



“It was a great time to look back on myself and hear the voices deep in my heart. I could think again with myself. Thank you for the session!”

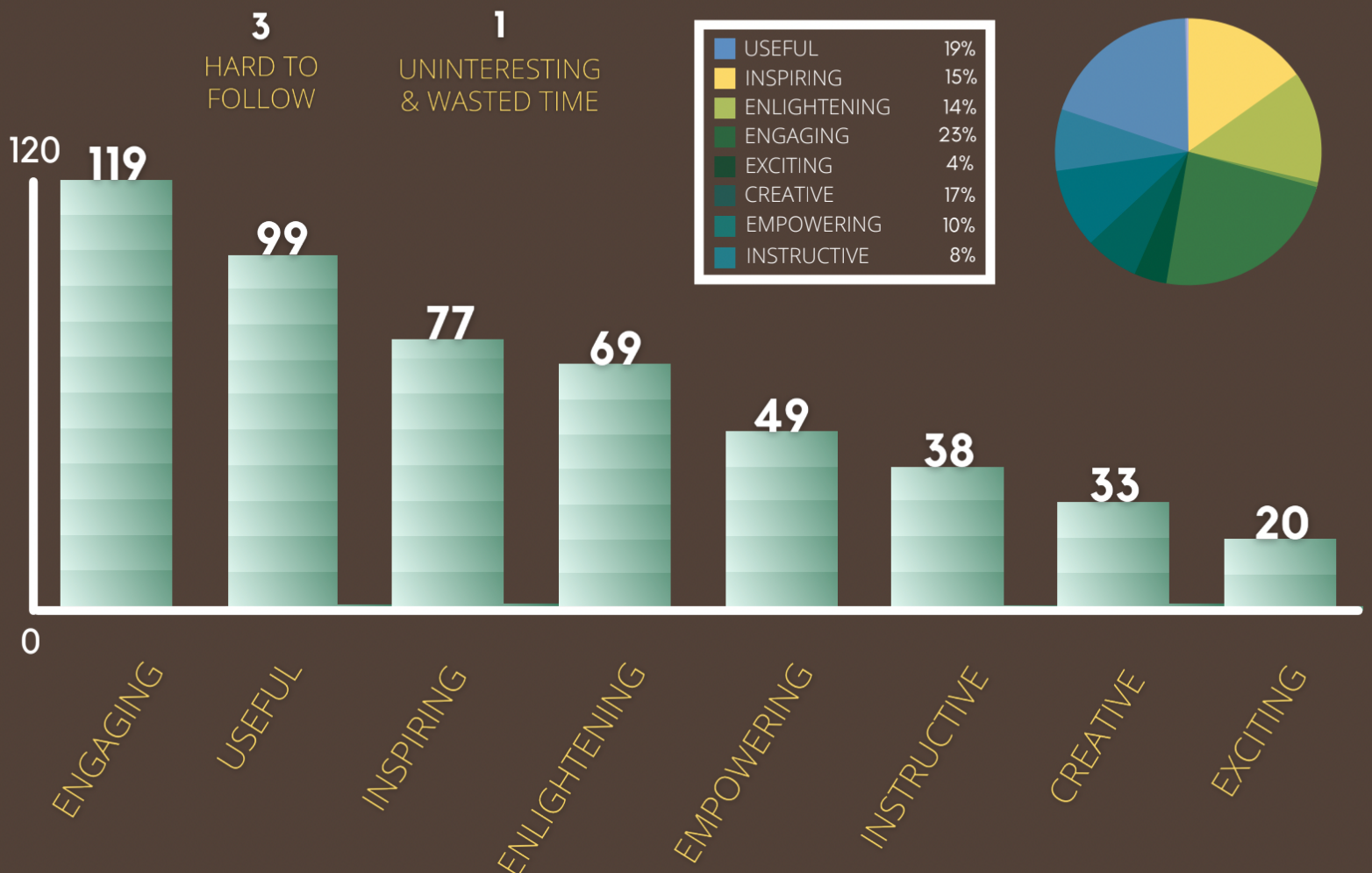
“I feel this type of training shows our leadership is not only listening but taking action. More importantly, it lets us know our voices matter! This session like the others has been really engaging and gave me an opportunity to self-reflect further.”

“It was such a great time to look back at myself with the values I have and to think about how to enhance my personal life as well as life at work.”

“It was good! Always motivating.”



WHAT WORDS BEST DESCRIBE THE WORKSHOP?



Coaching Feedback



“My Grow Dialogue coach has been a catalyst for my significant personal and professional growth. He has helped me to be more honest with myself and uncover my strengths and opportunities in a way that I never thought possible. He is authentic, genuine, and truly listens to his clients in order to build a plan of action customized to their needs. His gift was apparent early on in our conversations, but I am still amazed to see the impact he had on me in such a short time. Simply put - Grow Dialogue will change your life!”

“My Grow Dialogue coach provided invaluable advice and guidance. She expertly identified my strengths and areas of opportunity for growth and provided advice perfectly tailored to me to help me achieve my developmental goals and navigate the corporate landscape. She was a great sounding board to talk through questions, thoughts, and plans. Her coaching was extremely personalized to my needs and what I hope to achieve. After every session, I felt confident in our plan and how I progressed in meeting my goals. It was a great experience and I am very appreciative of the opportunity to work with her!”



GrowDialogue
Think, Learn, & Thrive...Together

